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EXECUTIVE SUMMARY

The City of Madison’s Urban Design District 6 comprises the western end of the University Avenue corridor. University Avenue is a major transportation corridor and a gateway between the cities of Madison and Middleton. Currently an auto-oriented commuter corridor with few pedestrian, bicyclist, and transit amenities, Urban Design District 6 could provide a positive “gateway” experience and become a more sustainable and “green” corridor. Below is a summary of the process, major findings, and recommendations of this report.

The study was conducted by students in the graduate level Site Planning course in the Department of Urban and Regional Planning at the University of Wisconsin—Madison, under the guidance of Professor James LaGro, Jr.

PRECEDENT STUDIES

The report begins with a review of precedent studies from sixteen corridor redevelopment projects from the United States and abroad. The corridor plans were reviewed to identify their goals and the design lessons that they offer. Each plan pursued multiple goals, reflecting the fact that land use, transportation, and economic development are integrally linked. The five most cited goals for conducting a corridor study and revitalization plan were redevelopment, economic development, transportation, infill and mixed-use development, and urban design.

Lessons drawn from these studies include the following:

- **Land Use**—mixed uses at higher densities seek to reduce reliance on vehicles and make the pedestrian experience safer and more enjoyable.
- **Economic Development**—public investment in infrastructure and policies to improve the quality of the built environment are common tools in promoting economic development.
- **Transportation**—clustered development, narrower street lane widths, new bike lanes, and improved intersection design seek to enhance pedestrian safety and mobility and provide more transportation choices.
- **Sense of Place**—development should blend new with old, reflect the community’s cultural and biophysical context, and provide ample pedestrian amenities.
- **Gateways**—foster a sense of place and community, both along the corridor and at transitions to adjoining neighborhoods.
- **Districts**—creating a district or sub-districts allows for plans and design guidelines that respond to the context of each location.

The precedent studies show that many communities have initiated corridor programs focused on protecting existing natural and cultural resources, and ensuring high quality, pedestrian-friendly redevelopment.

CORRIDOR CONTEXT

The second section contains an analysis of the context of University Avenue, examining the corridor’s natural environment, built environment, cultural environment, and planning and policy environment. A combination of field research, document review, and public meetings contributed to this analysis.

Natural Environment

This step in the planning process identifies areas that are potential hazards for future development due to soil and watershed characteristics, as well as areas with the best development potential. Findings include:

- Site-specific testing is needed in sensitive areas before any further development occurs.
Executive Summary

- Much can be done to reduce environmental degradation from polluted storm water runoff and the clearing of site vegetation.

Built Environment
The study inventories the transportation infrastructure (roads, pedestrian pathway systems, rail infrastructure, parking facilities, and transit lines) and architecture (building type, design characteristics, and relationship to the street). Findings include:
- The topography of the corridor, with its slopes and curves, is an amenity that can enhance the corridor's "gateway" feel.
- The architecture of the University Avenue corridor features a relatively narrow range of styles and uses, dominated by late 20th century low-density retail and commercial buildings.

Cultural Environment
The study examines the corridor’s demographics and existing community resources (broadly defined to include parks and open space, community gardens, libraries, public gathering spaces, public art, as well as cultural and educational programs). Findings include:
- The study area contains nearly 20,000 residents who are generally highly educated and relatively diverse.
- The entire corridor lacks public gathering spaces, and there are few parks and open spaces within the Design District—most of which are under-utilized.
- Opportunities exist to strengthen the community by fostering connections and interactions along and across University Avenue, through contextually appropriate planning and design.

Planning and Policy Environment
This section reviews the current plans and policies that affect the University Avenue corridor, including the district's land use and transportation plans. Findings include:
- Because the City is currently updating its zoning code, regulations applicable to parcels along University Avenue are subject to change.
- The corridor is characterized by predominantly Commercial zoning in the Eastern segment, and a mix of Residential and Commercial zoning clusters in the Western segment.
- Future development within the Urban Design District is subject to the City of Madison's Urban Design Commission (UDC) approval process, as the corridor has been designated a "major entrance to the City of Madison."

RECOMMENDATIONS
Information gathered in each of these areas is synthesized in the final section, which presents design recommendations in three major areas: (1) transportation, (2) buildings and sites, and (3) community resources.

Transportation
Future development along the University Avenue corridor provides an opportunity to create a corridor that will contribute to a more a sustainable community while also enhancing the livability of surrounding neighborhoods. Specific recommendations include:
- University Avenue should be designed as a regional boulevard, which is defined as a moderate speed, divided arterial that enhances safety and mobility by accommodating a variety of travel modes.
Goals are outlined for vehicle lane widths, medians, curb cuts, sidewalks and terraces, bicycle and pedestrian facilities, transit facilities, lighting and utilities, and traffic signals.

Because widening the roadway is not a viable option, the study recommends creative strategies for managing travel demand, such as commuter financial incentives, and providing facilities that encourage bicycling, public transit and pedestrian travel.

**Buildings and Sites**
University Avenue can, and should, serve as a model for sustainable corridor development. The design of buildings and sites should contribute to a distinct community identity by shaping meaningful public open spaces, supporting a diverse mixture of uses, and providing an efficient transit system and a vibrant, pedestrian-friendly public realm. Specific recommendations include:

- Encourage compact building patterns to reduce the environmental footprint of development.
- Create a safe, walkable, attractive pedestrian environment, including usable open space such as pedestrian plazas, mini-parks, or “vest pocket” parks.
- Parking lot placement and design should maximize safety for both drivers and pedestrians.
- Promote proactive and innovative on-site stormwater management as a cost-effective way to mitigate the degradation of Lake Mendota.
- Require signage that is attractive, unobtrusive, and at a human scale.

**Community Resources**
University Avenue is a community-dividing traffic corridor that creates a barrier to the movement of pedestrians and bicyclists within and among adjacent neighborhoods. Recommendations in this report seek to connect the residents and businesses of the Design District with their physical surroundings, strengthen the community's identity and sense of place, and enhance the sustainability and livability of surrounding neighborhoods. Specific recommendations include:

- Create a well-connected network of open spaces to protect existing green and open space, and enhance this system by strategically adding connecting greenways and pedestrian paths.
- Identify and set aside space for future community gardens, which are a high-priority green resource within the corridor.
- Public art should be utilized to enhance the “gateway” effect along University Avenue, to invigorate existing parks and open space, and to enhance pedestrian safety. A wide variety of art should be considered, and can be used as a community builder by involving local residents, artists and youth.
- Construct a community facility for gathering spaces, youth activities and other programming.
- Continue conversations with area residents about ways to improve the corridor.
- Future redevelopment at Hilldale Mall should correct recent design mistakes and take advantage of previously missed opportunities.

In addition to these recommendations, the study also includes suggestions about incentives and funding sources that could help in realizing these goals. Some of the suggested changes require a small level of effort, while others will require significant revisions of public policy. However, if successful, the University Avenue corridor could become a model for the sustainable redevelopment of other corridors in the Madison metropolitan area.
Acknowledgements

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City of Madison Neighborhood Associations

- Hill Farms Neighborhood Association
- Hilldale Area Neighborhood Association
- Spring Harbor Neighborhood Association

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INTRODUCTION

OVERVIEW
This report contains analyses of and recommendations for design guidelines of Madison’s Urban Design District 6 (UDD). The report analyzes the natural, built, and cultural environments of the corridor as well as looks at policies and plans impacting all or portions of the UDD. Based upon these analyses and community participation, recommendations are provided for improving existing transportation systems, buildings and sites, and community resources.

DISTRICT PURPOSE
According to Madison municipal code:

Urban Design District No. 6 is [...] established to improve the appearance of a major transportation corridor west of the Capital Square which constitutes a major entrance to the City of Madison, to preserve and enhance the property values in the District, and to avoid a substantial depreciation of the property values in the District. Design requirements and guidelines are herein established for those public and private improvements to be undertaken in these corridors that are visible from the roadways.

The code requires that all new developments receive approval from the Urban Design Commission; approval is based on compliance with specifics in the code intended to promote good design, accommodation of pedestrians, and a consistent appearance throughout the corridor.

CORRIDOR DESCRIPTION
University Avenue is a transportation corridor that also serves as a gateway to the University of Wisconsin-Madison and the City of Madison. In addition, this corridor links the cities of Middleton and Madison. University Avenue is currently an auto-oriented commuter corridor. Pedestrian amenities and bicycle lanes, for example, are largely absent. Along the avenue’s northern edge is the Wisconsin and Southern Railroad corridor that limits community access and discourages the implementation of balanced development that transitions into the surrounding neighborhoods.

Conspicuously absent from the corridor are distinct public spaces or places that distinguish the corridor as uniquely “Madison.” Isolated buildings and large surface parking lots largely define the visual character of the corridor. Along the avenue are the headquarters for UW Credit Union, Hilldale Mall, the Department of Transportation offices, and various stand-alone retail stores such as Whole Foods, Century House Furniture, Garden Asian Market, and Jane’s Antique Gallery as well as vacant storefronts.

The study area includes properties that fall within the City of Madison’s

1.1 The eastern and western halves of Urban Design District 6
2.1 Context

Urban Design District 6 and have frontages along University Avenue. The study area boundaries extend from Allen Boulevard eastward to Farley Avenue, excluding any properties that fall within the Village of Shorewood Hills or the City of Middleton. The length of the study area is approximately 3 miles.

Considerable differences in land use and zoning exist in the eastern and western halves of the district; portions of this report therefore divide the study area into two halves. The eastern half, which extends from Farley Avenue to Whitney Way (1.4 miles), contains a high proportion of commercial, employment, and mixed land uses; University Avenue is fully urbanized in this section with curbs, sidewalks, and raised medians. The western half, which extends from Whitney Way to Allen Boulevard (1.3 miles), predominantly includes residential property, with limited amounts of commercial, open space, and institutional activity; University Avenue remains a rural-highway with no curbs or gutters, and inconsistent sidewalks.

Although the East/West split will be referenced throughout portions of the report, it is important that final consideration of the District regard the corridor as a whole.
2 | Precedent Studies

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2.1 | Context

2.1 | CONTEXT

University Avenue serves multiple functions. Through the evaluation of existing corridor studies (local, national, and international), we have been able to gather applied land use knowledge and experience to University Avenue, rather than experiment with guesswork. We found these studies important because they allowed us to quickly recognize and implement context sensitive strategies for reframing transportation, improving the current status of urban design and strengthening existing community resources in an existing urbanized environment. The precedent locations are as follows:

- Auckland, NZ
- Birmingham, England
- Burlington, ON
- Calgary, AB
- Glendora, CA
- Gloucester, England
- Houston, TX
- Inverness, Scotland
- Lakewood, CO
- Madison, WI
- Minneapolis, MN
- Philadelphia, PA
- Rock Island, IL
- Sun Prairie, WI
- Village of Hinsdale, IL

2.1.1 A sketch from a corridor plan study
Source: http://laurenceqamar.com/
2.2 | COMMON PRECEDENT STUDY GOALS

INTRODUCTION

None of the precedent studies contained a singular focus, such as transportation, economic development, or land use. Instead, each corridor planning project pursued multiple goals, reflecting the fact that land use, transportation, and economic development are integrally linked. Below are the five most cited goals for conducting a corridor study and revitalization plan:

Redevelopment (13 out of 17 reports cited this as a corridor study goal)

**Route 66 Corridor Specific Plan, Glendora CA:** The primary goal of this plan is redevelopment by intensifying the land uses on vacant and underutilized land within an aging tax increment district. The strategy is to retain existing business and attract additional commercial, industrial, office, retail, and residential opportunities via mixed-use bonus densities. The plan established eight distinct land-use zoning sub-districts, developed design guidelines, streetscape improvements and new development standards, and enforced a stringent non-conforming clause. The sub-districts identify not only desired land uses, but also seek to reinforce the corridor’s function as a gateway into the city. Lastly, any design entitlement (signage included) was made discretionary.

Economic Development (13 out of 17 reports cited this as a corridor study goal)

**Frankford Avenue Arts Corridor, Philadelphia PA:** The Frankford Avenue Arts Corridor (13 blocks) encompasses the area commonly known as the Kensington neighborhood. The area has 376 properties that are zoned as follows: 39% commercial; 14% industrial; 8% light industrial and 39% residential. Approximately 15% of the square footage of the first floor of these buildings is vacant. Historically, Kensington was established as a town to provide a retreat from the urban life of Philadelphia and has transitioned to a location for design, production and shipping as other resort areas became accessible.

Based on public comment from the neighborhood, the New Kensington Community Development Corporation (NKCDC) directed a consulting firm to develop a plan that would provide the framework for achieving the economic goal of transforming the area into an arts district/corridor. Guiding the plan was a market analysis conducted of the area that identified key businesses the residents would like established in the area. Moreover, stakeholder meetings explicitly conveyed that the plan should preserve and enhance critical public assets.

**Alameda Corridor, Lakewood CO:** The Alameda Corridor was originally designed as a thoroughfare that stretched from Denver to Red Rocks Park (14 mile distance). In 1966, Villa Italia was built on Alameda Pkwy and was considered the largest shopping mall in the region. The mall was similar to large commercial developments like the East and West Towne Malls in Madison. In the last decade, Villa Italia
2.2 | Common Precedent Study Goals

had lost market share to newer malls in the region. Around 2002, Lakewood created an overlay district and to revitalize City’s business district.

As a tax increment district, Phase I created 75,000 square feet of offices, 320,000 square feet of restaurants and retail space, and town homes. At completion of Phase II in 2008, Belmar will be home to 1 million square feet of retail, 850,000 square feet of office, and 1300 residential units (mixing for-sale and for-rent units). Lastly, nine acres will be devoted to public plazas and parks. In short, the Alameda Corridor has become the new downtown for the City of Lakewood.

Transportation (11 out of 17 reports cited this as a corridor study goal)

16th Ave North Urban Corridor Area Redevelopment Plan, Calgary, Alberta: The plan follows key citywide principles and policies that emphasize the importance of linking land use and mobility in support of sustainable community growth. The corridor lies within the inner city occupying about 20 blocks in length and 2 blocks in width and consists of mixed-use commercial, featuring storefronts on the ground level with residences above (with several blocks on the south side of the street consisting of single family homes). The plan’s goals fall into three broad policy umbrellas: building the community, creating people friendly public space, and providing a route for diverse modes of transit. The transportation goals, (1) encourage alternate forms of transportation, (2) maintain performance as a high capacity arterial roadway, and (3) provide adequate access and parking for residents and business owners, have been further defined with directed policies (pedestrian circulation, parking, transit) and specific objectives.

Lowry Avenue, Minneapolis MN: Lowry Avenue is a five-mile long four-lane corridor and serves as an important connection from the northwestern suburb of Robbinsdale to the northeastern suburb of Saint Anthony Village. Described as a community corridor in the Minneapolis Comprehensive Plan (2000), Lowry is an important route not only for pass-through traffic but also for local neighborhood travel routes, with 59-streets intersecting with the corridor.

The area is urbanized and dense, consisting of streets organized in a grid pattern. There are varying levels of single-family residential, multi-family residential, industrial, and commercial development along different sections of the corridor where most buildings are one and two stories in height. Residential land uses, mostly located along adjacent side streets, occupy two thirds of Lowry Avenue. A particular challenge to this project was its location in an area that is governed by at least seven other plans, which propose conflicting ideas for the best uses in the corridor. Further, the current use as an arterial road divides the sides of the street, presenting a challenge for place-making and creating a sense of community. The automobile’s dominance of the corridor means that shifting to a focus of transit, bicycle, and pedestrian transportation will be a challenge.

Stated problems of the Lowry Avenue corridor include its need for a “sense of place” due to traffic congestion, inadequate bicycle and pedestrian facilities, little green space, and numerous buildings and infrastructure in poor condition. Work to improve the corridor is driven by the desire to create a dynamic and multi-faceted corridor that attracts and retains business owners and residents alike. The Lowry
Avenue corridor plan employs transportation improvements to enhance integration of all modes of travel, as well as to increase access. The plan includes mixed-income residential and retail redevelopment in specific corridor locations, stressing the importance of green space, appropriate landscaping, and the connection of all redevelopment with options for transit.

**Infill (Mixed-Use) (8 out of 17 reports cited this as a corridor study goal)**

**Andalusia Road Corridor, Rock Island, IL**: The plan represents a joint effort between the City of Rock Island, the Village of Milan and Rock Island County. Located south of Interstate 280 and the Rock River, Andalusia Road’s east-west orientation makes it the primary corridor serving Quad Cities. The corridor includes a broad land-use mix consisting of commercial, light and heavy industrial, residential, agricultural, open space, recreational and institutional uses. The existing focus on industrial and office uses as well as the presence of environmentally sensitive land created a challenging situation where mutually clashing uses must operate adjacently.

Another key issue was the “disconnect” between open spaces and residential uses in the corridor. The parks and open spaces act as transition spaces between the mixed-use commercial and mixed-use industrial districts. In addition, a lack of unified design features and excess visual clutter diminished the corridor’s sense of identity and place. The plan proposes to establish a corridor overlay district that would incorporate urban design guidelines. The purpose of the district is to make Andalusia Road a major regional destination and strengthen the urban environment with mixed-use, pedestrian friendly development. This district aims to create corridor-wide design consistency and proposes a mix of residential and retail uses in different building types as transitioning infill development.

**Karangahape Road, Auckland, New Zealand**: Karangahape Road Precinct is a commercial ‘high street’ that is unique within the Central Area District of Auckland. Central Auckland zone has the highest population density, approximately four times the average for Australian urban areas with multi-family residential on small building footprints. Its character is derived from the combination of the ridge-top location, orientation, building form, architecture and social activities. The objectives for Karangahape Road Precinct are to:

- Enhance the built streetscape character of the area, including the form, design, and appearance of buildings within defined sites along the road,
- Sustain and develop new retail opportunities,
- Provide for activities that will contribute “interest and vitality” along the street, and
- Retain significant heritage buildings that contribute to the character.

**Urban Design (8 out of 17 reports cited this as a corridor study goal)**

**Gloucester Railway Corridor Planning Brief, Gloucester England**: The “Railway Corridor” site is located on the eastern end of Gloucester, the county town of Gloucestershire in the United Kingdom. This port city experienced the deterioration of its infrastructure and social fabric due to the decline of the
2.2 Common Precedent Study Goals

British industrial economy during the latter half of the 20th century. The city has pursued various revitalization ventures over the last 30 years, including the renovation of its wharves and docks. The Railway Corridor site is shaped by the intersection of three rail lines: the Birmingham to South Wales mainline to the north, the Birmingham to Penzance Railway to the east, and the north-south mainline to southwest England.

The Brief stipulates that buildings must be of “landmark quality,” announcing arrival into Gloucester to those entering the city by rail or car. The materials and designs of these buildings must be of the highest architectural quality. Moreover, the views of existing landmarks, including the Norman Cathedral and May Hill, must be protected whenever practical to enhance the city’s “legibility” as a distinctive place.

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| TOTALS | 2 | 11 | 4 | 8 | 6 | 6 | 13 | 13 | 5 | 8 |
2.3 | LESSONS LEARNED

The precedent studies provide several important lessons for shaping growth and redevelopment within urban and suburban corridors. These lessons are summarized below.

LAND USE
Wide walkways and bike lanes along with wide, tree-lined medians in large roadways make the pedestrian experience of a corridor more enjoyable.

- Adopt a form-based zoning and development code to shape future redevelopment patterns.
- Fine-tune the permitted uses and phase out non-conforming uses.
- Expand discretionary review to include all signage.
- Consider zero-setback (front lot line) in combination with pedestrian amenities.
- Consider a phased implementation of plans and policies.
- Preserve corridor views to major adjacent open space.

ECONOMIC DEVELOPMENT
- Create a community improvement plan (CIP) to provide both policy and financial incentives for mixed-use, multimodal transit development.
- Explore the creation of a tax increment district for the rebuilding of infrastructure (roads, pedestrian amenities, enhance transit facilities).
- Increase residential density with mixed-use to attain signature buildings.

TRANSPORTATION
- Lowry Avenue’s plan calls for varying numbers of lanes for the street. Currently, it is four lanes throughout. Under this plan, it would be narrowed to two lanes at either end, transitioning to four lanes, with five in the very center of the area allowing for a shared left-turn median. Bike lanes, a width of five feet, will be provided in street,
- Create transit nodes based on commercial and pedestrian activity,
- Redesign intersections for pedestrian connections,
- Facilitate alternative transportation by revamping bike transit plan, connecting pedestrian nodes and transit stops, highlighting transit stops with lighting, signage, furniture, and art,
- Promote street enhancing uses by reducing dependence on automobile uses, connecting walkways and business entrances, which must face the street, place green space near high traffic entrances, encourage detailed and quality architecture.

SENSE OF PLACE
- Balance the process of determining design guidelines. Overly restrictive guidelines may squelch the character; lax guidelines could permit development that doesn’t have continuity and “feel” of place.
- Require that new development honor historic buildings by maintaining a sense of continuity through building height, materials, color, and pedestrian friendliness/attractiveness.
- Blend the old and new: flexible urban design acknowledges that change is inevitable stimulating economic growth and street vitality.
- Engage in meaningful community participation for effective policy buy-in. The community should be involved from the beginning of plan design and plans should not be presented in a way which is overly
2.3 Lessons Learned

finalized before seeking community opinion, as it may make the community feel the decisions have already been made.

- Provide pedestrian amenities: Lowry Avenue’s plan recommends that sidewalks will be a minimum of six feet wide, with most being eight feet wide to enhance walkability. The plan includes pedestrian level lighting, decorative paving and hedging or landscaping. It also recommends providing improved connectivity through corridors that connect Lowry Avenue with surrounding areas of public use.

- Address height and building transitions into adjacent neighborhoods: In the Alameda Corridor, the maximum height is 60ft. Setbacks are 5ft for businesses and up to 20ft for residential. Entranceways must face the curb. First floor entry facades that face the street must have 40-80 % transparency. Upper floors must be 25-60% transparent. Facades must have visual breaks every 30ft. Signage guidelines are meant to reduce clutter 12-25ft above the curb.

- Use landscape as speed buffer for pedestrians.
- Standardize way-finding throughout the corridor.
- Use distinctive street signs/lights for consistent feed.

GATEWAYS
The creation of gateways and defined districts within the corridor and transitions to adjoining neighborhoods can also foster a better sense of place and community. Incorporating heritage and cultural symbols as well as public art are additional means of creating a sense of place.

- Provide district and neighborhood signage,
- Use CIP funds for marquee,
- Employ banners, and
- Mandate public art.

DISTRICTS

- Adopt corridor-wide streetscape guidelines including consistency between signage/banners identifying corridor, street furniture, way-finding signs and lighting fixtures,
- Use design tools such as attractive pavement, pedestrian lighting, horticulture, art, etc, to highlight pedestrian dense “nodes”
- Form districts based on use or cultural landmarks,
- Reinforce Design with street furniture, lights, and signs,
- Specify Building materials or Architectural style,
- Bury overhead infrastructure where possible,
- Plant new street trees, and
- Create an overlay district, but also divide the overlay into smaller districts.

CONCLUSION
In general, many precedent communities initiated corridor programs with a multi-prong focus on protecting existing natural and cultural resources, and ensuring high quality, pedestrian-friendly redevelopment. With the goal of creating human-scale development, some programs provide community amenities, improve transportation options and regulate building massing and placement. We have found that the scale of a precedent study location is immaterial. What matters are the community’s goals and objectives, and programs and policies adopted to ensure consistent implementation of the community’s vision. These precedent studies provide effective tools for shaping growth and redevelopment in Urban Design District 6.
3 | CONTEXTUAL ANALYSIS

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Source: http://www.littlelegsrunners.com/
3.1 | The Natural Environment

Introduction
A site inventory is critical to underscore the significant natural elements of the corridor. For further information reference the Dane County DGI Map (http://dcimap.co.dane.wi.us/dcimap/index.htm), the Department of Natural Resources Surface Water Data Viewer (http://dnrmaps.wisconsin.gov), or the NRCS Web Soil Survey (http://websoilsurvey.nrcs.usda.gov). Below is an abbreviated natural environment inventory that identifies the key natural features of the University Avenue corridor.

Climate
The climate of Madison is commonly categorized as ‘continental,’ indicating that winter temperatures are cold enough to maintain snow cover, and moderate precipitation occurs in the spring and summer months. Annual rainfall averages 32.63 inches and snowfall averages 52.40 inches. Average precipitation for winter is 3.56”; spring is 8.19”; summer is 12.36”; and fall is 12.36”. The annual average temperature is 43.1°F Fahrenheit. By season, average temperature for winter is 17.1°F, spring is 42.9°F; summer is 66.8°F; and fall is 45.7°F. Average annual wind speed is 9.8 miles per hour. The corridor is prone to various natural hazards, such as flooding, drought, tornados, heavy precipitation and extreme temperature.

Topography
The UDD has elevation ranging from 850 feet to 1010 feet above sea level with an average of 916 feet. The lowest elevation is consistent with that of Lake Mendota, located on the NE side of the Corridor. The terrain of the UDD ranges consistently between 900ft and 950ft, with the extreme elevations existing outside the corridor, but within the buffered region. The corridor contains minor hills and saddle formations due to natural and manmade features.

The corridor has a higher average elevation in the southwest region than in the northeast region of the corridor. This trend presents multiple viewsheds throughout the corridor, particularly when driving east and west through the corridor. The Blackhawk Country Club Golf Course is primarily an unobstructed view for the parcels bordering and directly across University Ave. Lake Mendota offers the potential as a viewshed, but is dependent on height and placement of infrastructure within the corridor. There are many parks located within the buffered distance of the corridor, such as Hoyt Park, that present the potential for being viewsheds.

Soils
Understanding the type of soils that exist within an area is critical for the placement of infrastructure and for the capacity to properly manage stormwater. The data used for the following inventory was gathered from the USDA NRCS and applied to the GIS ArcMap application. The data were interpreted through the ArcMap extension Soil Data Viewer.

One of the most critical aspects of soils is the location of hydric soils. Hydric soils are those that have evolved under saturated conditions, such as prolonged flooding and ponding, and have been wet enough during the growing season to develop anaerobic (no oxygen) conditions in the upper strata of the soil layer. Further, hydric soils are the primary indicator of historical or existing wetland...
ecosystems, since hydrophytic (wetland) vegetation is able to grow in the inundated conditions. For more information about identifying hydric soils, see the NRCS Field Indicators of Hydric Soils handbook.

The area is primarily comprised of non-hydric soils, but certain inclusions of partial-hydric and hydric soils exist. Based on field conditions, the hydric area, located in the Segoe Road to Midvale Boulevard area, indicates that the area was likely a prior wetland. Impervious cover, however, has dominated this area, and it has lost the capacity to be a wetland. Moreover, the inclusions west of Craig Avenue and Norman Way are drainage channels and are saturated at a frequency to maintain their hydric status. In addition, the hydrologic group is a soil characteristic that represents the potential for runoff and infiltration. The groups are classed A-D where class A represents the highest infiltration and lowest runoff potential, and class D represents the lowest infiltration and highest potential for runoff. Overwhelmingly, the buffer area consists of hydrologic group B. The only exceptions are the areas colored blue on the hydric map. The rest of the buffer area consists of moderate infiltration and moderate runoff potential.

In general, soil name and classification is determined according to the physical and chemical properties in horizons or layers. Soils are differentiated according to their non-organic matter composition; hence three general categories are commonly used – sand, silt and clay. It should be noted that sandy soils have the highest drainage capacity, whereas silt has a moderate and clay, a low drainage capacity. To complicate further, the sand, silt and clay categories can be sub-divided to provide more explicit information about the soil type. 3.1.2 illustrates the principal soil types in the corridor. These soil types are distinguished according to various indicators with slope, drainage, and water retention capacity playing a primary role in their identification.

<table>
<thead>
<tr>
<th>#</th>
<th>Soil Type</th>
<th>Slope</th>
<th>Drainage</th>
<th>H20 Capacity</th>
<th>% of Corridor</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Virgil silt loam (VwA)</td>
<td>0-3%</td>
<td>Poor</td>
<td>High</td>
<td>~11.3%</td>
</tr>
<tr>
<td>2</td>
<td>Dodge silt loam (DnB)</td>
<td>2-6%</td>
<td>Well</td>
<td>High</td>
<td>~10.4%</td>
</tr>
<tr>
<td>3</td>
<td>Batavia silt loam (BbB)</td>
<td>2-6%</td>
<td>Well</td>
<td>High</td>
<td>~9.1%</td>
</tr>
<tr>
<td>4</td>
<td>Dresden silt loam (DsB)</td>
<td>2-6%</td>
<td>Well</td>
<td>Moderate</td>
<td>~5.7%</td>
</tr>
<tr>
<td>5</td>
<td>Dresden silt loam (DsC2)</td>
<td>6-12%</td>
<td>Well</td>
<td>Moderate</td>
<td>~5.7%</td>
</tr>
<tr>
<td>6</td>
<td>McHenry silt loam (MdC2)</td>
<td>6-12%</td>
<td>Well</td>
<td>High</td>
<td>~3.9%</td>
</tr>
<tr>
<td>7</td>
<td>Sable silty loam (SaA)</td>
<td>0-2%</td>
<td>Poor</td>
<td>Very High</td>
<td>~2.6%</td>
</tr>
</tbody>
</table>

3.1.2 Most prevalent soil types, along with their slope, drainage, and water retention capacity characteristics and the composition percentage in the delineated corridor.
### Risk of Corrosion (Steel & Concrete)

Building foundations, transportation corridors, and utility infrastructure are largely comprised of concrete and steel. Corrosive soils generally have high electrical conductivity, high acidity, and high dissolved salts. Special site examination and design may be needed if the combination of factors results in a severe hazard of corrosion. For instance, developments that intersect soil boundaries or soil layers are more susceptible to corrosion than concrete or steel installations that are entirely within one kind of soil or within one soil layer. 3.1.3 delineates the corrosive levels as low, moderate, or high. UDD 6 is nearly evenly split between low potential and moderate potential; there are no high potential areas.

The potential for steel corrosiveness is higher than for concrete. This map illustrates that levels are spread out like patchwork, however, the high levels of steel corrosiveness are generally located to the east of Old Middleton Road and University Avenue. Fifty two percent of the buffer area has moderate steel corrosive levels. Highly corrosive levels comprise 29 percent of the area followed by low levels of corrosiveness at 19 percent.

### Water Resources

Wisconsin is recognized for its rich water resources. Just as the state is dotted with lakes, rivers, streams and wetlands, Madison is cherished for its local water resources. Consequently, the University Avenue corridor is an intricate component of this ecological community due to its proximity to Lake Mendota, one of the Yahara Lakes. Although Lake Mendota is valued by most Madisonians, the water body has been degraded principally at the expense of urbanization and surrounding land uses (mainly agriculture) in Dane County. Due to anthropogenic impacts, Lake Mendota is listed on the 303(d) Impaired Water list. Currently, the Wisconsin Department of Natural Resources (WDNR) is developing a Total Maximum Daily Load (TMDL), at the direction of the United States Environmental Protection Agency (USEPA) for the Upper and Lower Rock River Basins. The TMDL focuses on reducing excessive sediment and phosphorous loads in the watershed. Both contaminants cause low dissolved oxygen, degraded fish and wildlife habitat, and excessive turbidity in waterways, resulting in harm to fish and aquatic life, water quality, recreation and navigation.
Cumulatively, surface water in the watershed eventually drains to the major basin of the Mississippi River, but Lake Mendota is directly affected since it serves as the immediate drainage basin to the Lower Rock River. Moreover, the corridor is part of the Six Mile and Pheasant Branch Creeks watershed.

On the western shore, a non-navigable tributary acts as a critical drainage channel. As a non-navigable waterway it is not considered a public waterway under state administrative rules. Therefore, most alterations within or adjacent to this channel would not be subject to Chapter 30 and 31 regulations. But, lakefront owners would have to be aware of Chapter 30 and 31 requirements and the City of Madison’s erosion control permit program if work is proposed on their lots.

No significant rivers or streams traverse the Urban Design District. Moreover, no wetlands are mapped in the area, although this does not mean wetlands do not exist in the corridor. On-site inventories would have to be conducted to confirm the non-existence of wetlands. Artificial wetlands can develop in depressions or excavated areas with the continued accumulation of overland flow. Wetland mapping was performed in the 1970s and 1980s and does not provide a comprehensive and accurate illustration of the landscape. Groundwater is also an important resource and the recorded depth of the water table is approximately 138 to 201 ft below the land surface. The aquifer is Local Sandstone and Cambrian-Ordovician and is ‘mildly' susceptible to contamination (USGS 1989).

**BIOTIC COMMUNITY**

The corridor is comprised predominately of broad-leaved deciduous and mixed forest, along with multiple grassland areas, such as those in parks and the Indian Hills golf course. The ecological landscape is categorized as Southeast Glacial Plains and Southeast Wisconsin Savannah and Till Plains according to the Omernik Ecoregion Index. The Wisconsin Natural Heritage Inventory (NHI) does not list any plants or animals considered endangered, threatened or rare. Generally, highly urbanized areas, such as UDD 6, have significant negative impacts on ecological diversity.

**CONCLUSION: IMPLICATIONS FOR SITE PLANNING**

The UDD has some potential hazard or critical areas prone to natural flooding due to soil drainage capacities and topography. The critical depressions are located at or near the intersections of University Avenue and Craig Avenue, University Avenue and Baker Avenue, and University Avenue and Midvale Boulevard. Additional site-specific testing in these areas is recommended.

There is also an approximate 570 ft floodplain located in the shoreland area of Lake Mendota, as designated by the Flood Emergency Management Agency (FEMA). In addition, large storm events can cause lake levels to rise, which in turn, can pose problems for infrastructure located in or adjacent to the floodplain. Other critical areas concern slopes greater than 12 percent since these areas have greater building constraints and higher stormwater runoff.

This inventory provides the data required to prevent potentially harmful effects of unplanned stormwater management. This inventory has illustrated areas within the UDD that can take advantage of locations where natural infiltration holds the greatest potential. Fortunately, hydrologic group B represents the majority of the UDD 6 area; therefore, these areas should be noted to hold good potential for onsite infiltration.
3.2 Built Environment

3.2 BUILT ENVIRONMENT

THE EFFECT OF TOPOGRAPHY
Topography plays an important role in the visual character of the University Avenue corridor. Traveling east from Allen Boulevard, the road slopes downward to Whitney Way and rises again slightly to Segoe Road; after Segoe Road the road slopes downward again and begins to curve northward. This topography presents opportunities to be a “gateway” corridor, where a traveler feels like he or she is being led toward a prominent destination, in this case, central Madison.

ROADS
The corridor and design district feature University Avenue as its primary roadway. University Avenue has three lanes of traffic in both directions from the eastern edge of the design district at Farley Avenue to the Hill Farms site at Segoe Road. At this point, the street funnels into two lanes of traffic moving in both directions. This configuration continues to the western edge of the design district at Allen Boulevard and beyond. Automobile traffic is heavy in both directions along the corridor with average daily traffic counts in 2006 between 37,000 and 51,000 vehicles per day.

IMPORTANT INTERSECTIONS
Several critical intersections exist along University Avenue where it meets with major roads that feed into the corridor, primarily from the south side.

Important intersections include the following: (East to West)
- **University Bay Drive and Farley Avenue**: University Bay Drive funnels from Shorewood Hills and the UW Hospital campus to the north. The same road, known as Farley Avenue, meets University from the south side.
- **Shorewood Boulevard**: This road enters into the corridor from Shorewood Hills to the north, forming a three-way intersection. It provides access to the commercial and business districts of the corridor to the residents of Shorewood Hills.
- **Midvale Boulevard**: This is the busiest intersection along the corridor, as it is at the center of the corridor’s retail district. Midvale Boulevard intersects from the south, providing access to Regent Street and Mineral Point Road which parallel University Avenue.
- **Segoe Road**: At this three-way intersection, Segoe Road enters from the south, providing access to the Hill Farms site, Regent Street, and Mineral Point Road.
- **Whitney Way**: This road meets University Avenue from the South in another three-way intersection.
- **Allen Boulevard**: This is the westernmost intersection in the design district, and is another three-way intersection. Allen Boulevard intersects from the northwest, provides access to the lakeshore of Lake Mendota, and connects with Century Avenue to the north.

BICYCLE PATHS
A bike path runs along the backside of the strip development that fronts along the north side of University Avenue from the eastern edge of the corridor design district until the Hill Farms site. As University Avenue begins to turn northward, the bike path splits: part of the path continues south along Old Middleton Road, while the other part of the trail continues to follow University Avenue. The bike path is segmented and needs to be completed throughout the corridor. Portions of the bike path on the eastern end of the corridor are scheduled to be connected in the summer of 2009.
PEDESTRIAN SYSTEMS

Sidewalks: There are several pedestrian areas and sidewalks along the corridor near retail and commercial clusters. However, the area is dominated by automobiles and provides few appropriate pedestrian amenities. Sidewalks are present, but these sidewalks are not continuous along the entire corridor. Sidewalks are very close to the street (Fig. 3.2.1). Some trees line the street as a buffer to the sidewalk and to offer shade, but in general, sidewalks leave pedestrians close to the street and vulnerable to coming traffic.

Crosswalks: Signaled and designated crosswalks are present at major intersections along the corridor, but most lack pedestrian islands at medians and countdown timers to increase safe crossing for pedestrians. The corner of Midvale and University Avenue is a critical, often congested intersection with sidewalks close to lanes of traffic without barriers.

There are few other pedestrian amenities along the corridor, such as benches or decorative pathways. The area is not conducive to pedestrian access and travel, despite significant amounts of commercial and retail businesses on the north and south sides of the Avenue.

RAILROAD

Railroad tracks are present just to the north of the University Avenue corridor from its eastern edge until the Hill Farms site, where the rail track crosses University Avenue and travels south to southwest. University Avenue begins to head northwest at this point. The railroad track is currently used strictly for freight, but this track will be used for a proposed commuter rail line which will travel from Middleton through the Isthmus and then north to Sun Prairie.

PARKING AND VEHICLE CIRCULATION

Expansive parking lots exist in the district, primarily in the eastern half of the corridor where most commercial and retail development is and at the Hill Farms site. Numerous curb cuts plague the southern half of the corridor from Midvale Boulevard to Farley Avenue, as there are many small retail shops and other services there. These curb cuts diminish the ability of the right-most eastbound lane to provide for traffic flow and increase the danger of automobile, auto-pedestrian, and auto-bicycle collisions due to the numerous turns made across sidewalks.

WAY-FINDING

Numerous signs along the corridor denote stops, intersections, travel flow, and major destinations including the University of Wisconsin-Madison campus and the State Capitol building. Typical traffic markings and signs denoting bicycle routes are also present.

BUS TRANSPORTATION

Thirteen different bus routes travel along the University Avenue corridor, as it is a main thoroughfare to Madison's west side and to Middleton. Several bus stops on the north side of the road feature bus shelters but many stops do not have any shelter, are placed in driveways or areas without sidewalks, and are on unpaved
3.2 | Built Environment

surfaces. These need to be improved significantly. Also, bus bump-outs, which allow buses to pull out of traffic during passenger loading and unloading are lacking throughout most of the corridor.

ARCHITECTURE
The architecture of the University Avenue corridor features a relatively narrow range of styles and uses, dominated by late 20th century retail and commercial buildings. There are few significant architectural achievements along the corridor, although the notable exceptions include the Timothy Tierney house (now Century House Furniture) and Frank Lloyd Wright's Unitarian Meeting House. Character of development is distinct between the north and south sides of University Avenue.

Large sections of the corridor that contribute significantly to the character of development are not part of Urban Design District 6. These sections include:

- Commercial strip development along the north side of University Avenue in Shorewood Hills
- The Public Service Commission facility on Whitney Way
- Imperial Garden Restaurant at the corner of Allen Blvd and University
- Weston Place Condominium Tower.

Buildings throughout the corridor can best be described using their size, relative density, and use:

- **Size**: Most buildings are single- or two-story structures. Several buildings may be considered mid-rise or high-rise structures, although these are subjective classifications. In this context some mid-rise buildings may take on the perceptual characteristics of a high-rise in relation to their single-story neighbors (See 3.2.2)
- **Relative Density**: Floor Area Ratio (FAR) can be used to determine the bulk of the building in relationship to its parcel size.
- **Use**: The most intensely developed areas within the corridor are populated with commercial and retail buildings, with sporadic residential inclusions.
3.2 | Built Environment

**BUILDING TYPES**
Most structures in this area fall into one of six basic architectural types:
- Low-rise Detached Retail / Commercial
- Low-rise Strip Retail / Commercial (See 3.2.3)
- Mid-rise Commercial / Residential
- Government Offices (See 3.2.4)
- Places of worship

**DESIGN QUALITY**
Several important architectural design principles are either conspicuously present or absent throughout the corridor; many buildings simultaneously demonstrate and violate one or more fundamental principles.

**SCALE**
The scale of the structure most immediately influences the human experience of the built environment. Human-scaled design caters to humans’ cognitive and physical capacities through the physical amenities and visual properties (at the lower levels, at least). However, most development in the corridor is motorist-scaled and includes:
- Obvious driveway entrances
- Large, “loud” signage (See 3.2.5)
- Little detail in design features (See 3.2.6)

**ARTICULATION**
Auto-dependent environments do not generally feature many well-articulated architectural forms. Articulation is the act of sub-dividing continuous lines or facades in an effort to emphasize independent elements or modules within the building. This can be done in many ways, including unobstructed sightlines into the building at street level (transparency), gabled roofs or spires (vertical articulation), changes in building materials (horizontal articulation) and stepped façades (building modulation).

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3.2.3 Walnut Grove Mall is an example of a low-rise strip mall retail development within the corridor
*Source: Andrew Obernesser*

3.2.4 The Public Service Commission building is one of a number of government buildings in the corridor
*Source: Kevin White*

3.2.5 The RadioShack building is an example of motorist-scaled signage
*Source: Andrew Obernesser*

3.2.6 The Bagels Forever building lacks design detail
*Source: Kevin White*
PROPORTION AND BALANCE
There are not many examples of the time-honored architectural tradition of proportional design in the corridor. This is generally violated through disproportionate building width-to-height ratio and an irregular relationship between the three main sections of the building:

- **Base**: At its base, a building should have a “heavier” appearance as it comes in contact with the ground (in single-story structures, this is often achieved through kneewalls).
- **Body**: The majority of a building’s vertical measurement should consist of its body, which generally appears uniform from floor to floor, and connects the base to the cap.
- **Cap**: The cap can include a number of elements including upper stories, roofs, parapets, screen walls, and roof-top units. These elements should not be out of proportion with the building’s base and body (See 3.2.7).

STYLE
The Modernist and Internationalist movements in architecture influenced commercial construction of the 1960s-1980s as seen on University Avenue. Elements of Internationalism can be found in these structures’ regularity, lack of decoration, flat roofs, and an overall pragmatic/ utilitarian form. There are hints of both Prairie style and New Urbanism, specifically in the Walgreen’s building and Fleming’s restaurant, respectively (See 3.2.8 and 3.2.9).

RELATIONSHIP TO STREET
Automobile-focused development results in architecture with a poor relationship to the street. Because these buildings cater to car traffic, as opposed to foot traffic, the parking lot is located at the front of the building instead of the back. The result is a quality of development more suited for drivable suburbs than the prime urban property that it occupies (See 3.2.10).

PARKING
Parking is the dominant landscape feature along the corridor. Most parking is located to the front of buildings creating a barrier to pedestrians and failing to produce a complementary relationship between the building and the street.
A large section of the surface parking lot surrounding Hilldale Mall was recently redeveloped into a lifestyle center of restaurants and retail, structured parking, and condominiums. The technique of tucking structured parking on the interior of a development, when done well, creates an enhanced pedestrian atmosphere. Yet, a significant amount of surface parking still exists around Hilldale Mall. Once completed, the site will also include two mid-rise condominium buildings along University Avenue by Weston Place.

Another consideration is the proposal to develop the Hill Farms site, home to the State of Wisconsin Department of Transportation facility and many acres of surface parking. Although this development is still in the proposal stages, it will likely consist of six mid-rise commercial buildings, including several hundred thousand square feet of commercial space. Regardless of the specifics of the final plan, this development will significantly alter the character and conditions of Urban Design District 6.
3.3 | COMMUNITY RESOURCES

**INTRODUCTION**

*Our expectation and hope is that any redevelopment that takes place will enhance and protect the neighborhood character rather than cater principally to transient customers on their way to and from elsewhere.*

- From the 2006 Spring Harbor Neighborhood Plan

Described as "a postwar community that grew up in a hurry," the area encompassing Urban Design District 6 is one of the more recent 20th century developments in Madison. Now one of the most traveled corridors in the city, the area began as suburbs and developed primarily during the 1950's and 60's. Before then, fishing shacks dotted the shoreline of Lake Mendota and the western portion was an independent village later annexed into Madison. The Hill Farms neighborhood was built as a planned suburban neighborhood. Hilldale Mall was originally owned by the University of Wisconsin and built as a suburban strip mall, then enclosed as a shopping mall and upgraded over the years into a focal point of western Madison.

The Urban Design District is an area heavily populated with urban commercial and suburban residential development, as well as significant state-owned employment centers. Because of its proximity to the University of Wisconsin and downtown Madison, as well as its location along Lake Mendota, this corridor has attracted a diverse array of residents and businesses. The corridor lacks cohesion from the eastern portion near Shorewood Hills to the western border at Allen Boulevard. University Avenue itself is a barrier. This analysis examines the cultural flavor of the University Avenue corridor, detailing the demographic composition of its residents, aspects of how people live and are affected by this major thoroughfare, and the existing cultural and community amenities.

To capture the cultural characteristics of residents living within and around the corridor this section includes data and information extending more broadly into tracts identified by the U.S. Census and by neighborhood associations surrounding the corridor. Thus, the information presented is not limited to the UDD proper but seeks to capture all of which will be directly impacted by future re-development of this corridor.

For the purpose of this study, community resources include: gathering spaces, parks and other open space, schools, libraries, public art, community gardens, youth and adult programming, and cultural events. To focus the scope of the project, public participation was integral, which helped shape the recommendations presented in section 4.3.

**DEMOGRAPHICS**

Data for the study area comes from six different Census tracts. The area is predominantly white (85%), with pockets of densely populated ethnic...
groups. Map 3.3.1 in Appendix A.3 shows the racial and ethnic breakdown of the area, looking at African American, Asian and Hispanic populations. The area as a whole is very well educated, with an average of 73% of the residents with at least an Associate’s Degree, compared to the entire city of Madison at 48%.

- The Shorewood Hills neighborhood to the north has a median household income of $123,000 compared to the area further west along Lake Mendota that has a median household income of $35,000.
- Map 3.3.2 in Appendix A.3 shows the distribution of school-aged children and elderly people within 1500 feet of the corridor. There are relatively few children living in the blocks directly along the corridor. There are relatively few elderly people in the area, except for a few Census blocks that contain senior housing.
- There is a high percentage of owner occupancy rates in tracts 2.01 and 2.05. Census Tract 3, however, has a 29% owner occupancy rate, the highest number of housing units and the highest poverty rate at 12%. The most expensive homes, those over $600,000 in value are located along the water’s edge in the Spring Harbor neighborhood and along Highlands Avenue, south and west of University Avenue in the western section of the project area.

Detailed demographic Census data statistics are found in Table 3.3.1 in Appendix A.2.

**EXISTING AMENITIES**

Given the intensity of commercial development in this area, it is important to identify and note the community gathering places and resources tucked into these establishments. Map3.3.3 in Appendix A.3 highlights existing community resources.

**Parks and Open Space**

- UDD 6 is rich with natural areas such as parks and green space. Open space areas are socially, environmentally, psychologically, and aesthetically beneficial in urban areas. Open spaces adjacent to the corridor are: Marshall Park, Camelot Open Space, Skyview Park, Kettle Pond, Spring Harbor Park, Merrill Springs Park, Indian Hills Park, Rennebohm Park, Lucia Crest Park, Hoyt Park, and Quarry Park.
- While these areas are positive assets to the community, some parks such as Indian Hills are highly underutilized.
- Open space, whether small areas of grass, rain gardens, or plazas, are hard to find in the area.
- One of the most positive open space attributes in the corridor is the community garden at the Hill Farms site. The garden was started in 1981 with only 30 families. Today, the site is very well used and has grown significantly in recent years in acreage and popularity with 85 families and individuals of all ages participating. Community gardens allow urban residents to garden for fun or sustenance as families and individuals. The existing garden has many...
stakeholders who are active voices in city government regarding decisions about redevelopment of the site.

- With redevelopment slated for the Hill Farms site, the garden will be relocated. Map 3.3.4 in Appendix A.3 shows where the garden may fit into future plans for redevelopment of the property. The garden helps draw attention to the Hilldale Mall Farmer’s Market.

- There are two westside farmers markets: Hilldale Mall Farmer’s Market and the West Side Community Market. The former is located in the Hilldale Mall parking lot and the latter is held at the Hill Farms parking lot.

- There are two effigy mounds located in the area: Indian Hills and Merrill Springs. Other than these, there are no other landmarks in the area that draw visitors. The community residents expressed interest that places of historical significance (such as historic houses along the lake front) remain neighborhood treasures.

**Missed Opportunities**

Unlike Monroe Street where people commonly walk or bike the corridor, University Avenue serves as a **barrier for anything other than cars** (See 3.3.3). The avenue is a boundary that the community is not tied to; instead people focus on their own neighborhoods. Little has been accomplished to bring together the different portions of the corridor.

The lack of libraries is notable. There is the Sequoya Branch library on South Midvale Boulevard, which is far out of the range of the University Avenue corridor. Monroe Street has a library branch as well, but is again out of nearby walking distance for residents. The Meadowridge Branch is located near Whitney Way but is again out of the reach of this design district.

Community members often gather in local churches, schools, and shopping centers. However, these are sometimes difficult or expensive to reserve and not entirely neutral to all community members. The ability to have adult education classes such as yoga, gardening, or Madison Area Technical College continuing education courses is also limited.

Public art is lacking in the area. Hilldale Mall has been cited as a missed opportunity for artistic vision. Mosaics, sculptures, and rotating or permanent art installations are virtually nonexistent throughout the entire corridor, either along University Avenue or in the adjacent neighborhoods.

Consistent aesthetic design is lacking throughout the length of the corridor, but can be found in other Madison corridors of similar significance such as along East Washington Avenue.

**Connectivity** between the parks, open space, and access to these areas are problems for the community. The area is generally very safe, however some parks – such as Indian Hills – face safety issues. The bike path, which is popular with residents and bike commuters, is not consistent and does not extend the length of the corridor. Pedestrian access to shopping centers, parks, and churches is often difficult, especially given the diversity of residents located around these areas.
**MAJOR ISSUES**

The major issues for the communities surrounding the corridor are dealing with are planning and development. Redevelopment is both embraced and viewed skeptically by residents. Development projects of note include the displacement of the Hill Farms Community Garden and Madison Water Utility's plan for a well in Reservoir Park, displacing more green space. University Avenue itself serves as a barrier for pedestrians trying to cross, except where there are lights. Agreements have been discussed to make the corridor more bike and pedestrian friendly, though formal neighborhood discussions about long-term redevelopment of the area have not yet occurred. The community does not want an increase in road capacity to carry more or faster moving cars.

The feeling of two separate neighborhoods (5,000 square foot homes next to 800 square foot homes or those on the lake in large homes and those off the lake), and land use disagreements over view sheds of Lake Mendota have led to “something akin to class warfare where disagreements will break out” among community members. Additionally, large-scale development projects that are being built for employment rather than neighborhood utilization have frustrated residents hoping for a more vital nightlife and basic services such as convenience stores.

**CONCLUSION**

University Avenue is a major stretch of commercial activity, serving as the bridge between western Dane County, Middleton, the University of Wisconsin, and central Madison. While this location is rich with state and city owned land and employment opportunities, nearly 20,000 people also live in the district. These residents live, work, and play in all that is offered: shopping centers, schools, gardens, theaters, cafes, parks, and Lake Mendota. However, opportunities exist to strengthen the residential community by fostering connection and interaction. The corridor project is a prime example of this. As redevelopment is planned, ensuring active public participation with existing neighborhood associations and other residents will be vital to planning for the long term environmental, social, and economic viability of the area. The community knows redevelopment is coming, and they are continually living through revitalization of segments of the area. The Hill Farms Community Garden organization and many local neighborhood associations are active and vocal, and incorporating their interests along with the commercial interests of private owners and government agencies will help to foster a sense of community for the greater area.

While University Avenue serves as a major transportation corridor, and will continue to do so as future public transportation options are considered, the key to remember is that the area houses a diverse population of residents who must not be forgotten during this planning process. They are young and old, white and people of color, extremely wealthy and very poor. They live in single-family homes and large apartment complexes. They have all the basic amenities such as grocery stores, restaurants, gas stations, salons, and department stores. Bringing together a cohesive living and transportation gateway that is accessible to all who live and visit the region will reinforce the importance of this major corridor.
Current Zoning and Land Use

Overview
For complete information about specific zoning regulations, please see Chapter 28 of the City of Madison’s General Ordinances. However, the City is currently engaged in updating its zoning code; as a result, the regulations applicable to parcels with frontage on University Avenue are subject to change. For example, the City may implement a form-based code or create numerous Planned Unit Development districts within the study area.

Commercial Districts
Nearly all of the relevant property within this segment has been zoned as General Commercial Districts (C-2) that accommodate community market-wide retail and services as well as dwelling units and offices. The floor area of establishments under these regulations is limited to 10,000 square feet, the floor-area ratio is restricted to 3.0 and buildings may be up to 3 stories or 40 feet tall. There is a one-parcel Limited Commercial District (C-1) commercial property adjacent to Midvale Boulevard, which is more limited in terms of permitted uses. All commercial districts within this segment can accommodate up to 50 percent of their open space requirements on balconies or rooftops.

Planned Unit Developments
Planned Unit Developments outside of downtown Madison are not subject to specific use or spatial requirements; instead they are reviewed and approved by the City of Madison Planning Commission. The Hill Farms property is classified as Planned Unit Development with a General Development Plan (PUD-GDP). Both the Hilldale development and the parcel abutting Farley Avenue are Planned Unit Developments with Specific Development Plan (PUD-SIP), which include specific information on sewerage, circulation, and financing.
GENERALIZED FUTURE LAND USE

Overview
The City of Madison’s Generalized Future Land Use Plan is designed to apply the goals, objectives, policies, and recommendations outlined in the City’s Comprehensive Plan in a geographic context that addresses land use and development intensity. However, the City of Madison acknowledges that the recommended land use pattern will need to be refined in neighborhood or special area plans. For more information, see Volume II, Chapter 2 of Madison’s Comprehensive Plan.

Farley Avenue to Midvale Boulevard
Almost all of the frontage property on the south Side of University Avenue has been designated community mixed-use (CMU). These areas include a high-density mix of uses and serve both the broader community market and adjacent neighborhoods. Ideally they will contain 1) at least one activity center/focal point developed at high density, 2) buildings at least two stories high, and 3) residential dwellings in densities up to 60 units per acre.

Midvale Boulevard to Eau Claire Avenue
The Hilldale development is designated as a CMU area and the neighboring Hill Farms property has been marked for employment use (“E”). The area is intended to feature office, research and other specialized employment with retail marketed to those working within the development. These developments should be designed as compact activity centers with multiple access points and bicycle and pedestrian accommodations to mitigate traffic.

Eau Claire Avenue to Whitney Way
The southeast corner of the intersection of Whitney Way and University Avenue will be a High Density Residential (HDR) area. These areas are expected to feature an average of 41 to 60 dwelling units per acre and accommodate a wide variety of housing types with local retail incorporated into mixed-use buildings. The parcels located in the northwest corner have been designated for neighborhood mixed-use (NMU). These may include housing developments (with densities less than 40 units per acre), neighborhood-serving commercial and mixed-use facilities. Buildings in this section are recommended to be two to four stories high.

Additional Designations
The City of Madison has highlighted potential redevelopment and infill areas along University Avenue between Highland Avenue (east of the study boundaries) and Segoe Rd, and between Eau Claire Ave and Glen Highway (west of study boundaries). Interested parties should look to neighborhood or special area plans for information on these sites when and if they are developed.

3.4.2 Proposed future land use from North Eau Claire Avenue to Farley Avenue
TRANSPORTATION

University Avenue

University Avenue in the eastern half of the District is one of the primary thoroughfares in Madison. The street is fully urbanized with three lanes of traffic in each direction, left turn lanes at many intersections, raised medians, curbs, and largely completed sidewalks. In 2004, Average Daily Traffic Volumes ranged from a low of approximately 35,000 just east of Whitney Way to a high of 54,000 just west of Segoe Road; by 2025 these numbers are projected to grow to 49,500 and 65,500 respectively. This portion of the roadway is considered “congested” under current traffic loads. The eastern section of the roadway from Campus Drive to Shorewood Boulevard is scheduled to be resurfaced by 2010 and the section from Segoe Road west to Allen Boulevard is scheduled for reconstruction in the same timeframe; given that these projects have not yet begun, the completion dates seem unlikely.

There are no specific plans for this portion of University Avenue, although it does receive mention in a number of plans. Specifically, the Dane County Bicycle Plan designates the University Avenue corridor as Level of Service (LOS) E/F, the two worst classifications. The Bicycle Plan also lists this corridor as a priority improvement, but does not list a funding source for proposed improvements.

Commuter Rail

The Transport2020 Transportation Plan for the Madison area proposes a Commuter Rail (CR) line that would run directly through the Urban Design District on an existing rail line. The proposal envisions three stops in the District and a fourth just to the east. These stops provide an excellent opportunity for Transit Oriented Developments that are denser than the surrounding areas and are multi-use with residential, commercial, and office space within the development. The sites proposed by Transport 2020 are:

- Intersection of Whitney Way and Old Middleton Road
- Intersection of Midvale Boulevard and the rail line, just north of University Avenue
- Intersection of Shorewood Boulevard and Locust Drive
- Just east of the District, on the UW Hospital campus, between Highland Avenue and University Bay Drive

The short distances between many of these stops, particularly the Midvale and Shorewood stops, make it unlikely that they will each be constructed, but their potential construction should be kept in mind.
PLANS IN PLACE
Other than the City's Comprehensive Plan, there are no large plans that cover the East half of the District; however, there are a number of smaller General Development Plans (GDPs) or Specific Implementation Plans (SIPs) that exist within the District or abut against it.

Old University Avenue General Development Plan
The eastern edge of the District abuts the GDP for Old University Avenue. From a planning perspective, this GDP will work well with the corridor redevelopment project as it attempts to implement smart growth principles. The Old University Plan and the District interact at the intersection of University Avenue and Farley Avenue, an area slated for potential commercial redevelopment in the Old University Plan. The plan limits building heights to five stories in an effort to blend in with the residential character of the area. Efforts should be made to ensure that development in the District complements development in the Old University area. This can be accomplished by adopting similar material standards, facade guidelines, and building height and bulk standards in the Old University Avenue area and the eastern edge of the UDD 6.

Shorewood Hills Comprehensive Plan
From Farley Avenue west to Old Middleton Road the majority of the property on the north side of University Avenue is part of the Village of Shorewood Hills and is technically not a part of the District. However, it is important to account for plans in place within Shorewood that may impact the character of the District. Despite an extensive effort, Shorewood Hills' Comprehensive Plan could not be secured for inclusion in this assessment.

Hildale Specific Implementation Plan
Although largely built-out along the Midvale Avenue frontage, development of the Hildale site is continuing along University Avenue. The current SIP calls for the addition of a Whole Foods Market, a hotel, additional retail space, and additional office space. The hotel and office space were previously zoned residential, but as the housing market softened the developer requested a rezoning. This trend may play out in some of the Hill Farms proposed residential development as well.

Hill Farms General Development Plan
The Hill Farms site is a large state-owned site to the west of Hildale. The state is currently pursuing redevelopment of the site and the general development plan (GDP) seeks to integrate the two projects in an effort to establish a strong connection between the two developments. These combined developments will comprise the heart of the corridor when fully built-out. The UDC and the City have approved the Hill Farms GDP which calls for the site to broken into six sections, one devoted to a new DOT building and the rest available for mixed-use development. Developers responded to neighborhood concerns about the development by creating a street (“C”) dedicated to the local farmers market and making note of the community gardens.

The Hill Farms GDP includes a number of changes to the transportation infrastructure:
- A potential transit station; this is not included in the Transport 2020 specifications, but may be a better location than the Midvale station;
- An extension of Old Middleton Road east to connect to the transit station;
- A bicycle and pedestrian underpass under University Avenue to connect the Hill Farms development to the transit station and Shorewood Hills;
- A signalized intersection at University Avenue and “B Street” (to be developed).
A large portion of the plan centers on its interaction with city transportation plans, making note of proposed transit points. The GDP places a strong emphasis on pedestrian uses and green space, which fits well with UDC guidelines. Another goal is to create a mixed-use development, with activity on-site during non-business hours. The GDP also calls for “four-sided” building design, bringing storefronts to the entire site, and not just on the University Avenue frontage. The internal streets will connect to Sheboygan Avenue and University Avenue.

The Hill Harms GDP designates the State Records Building on the north side of University Avenue as a candidate for future redevelopment. The site is adjacent to the potential commuter rail line and could be developed as a Transit Oriented Development (TOD), allowing both Hilldale and Hill Farms to benefit from increased transit activity. The Hill Farms GDP calls for a bike and pedestrian tunnel under University Avenue that will promote bicycle and foot traffic between Shorewood Hills, the State Records site, and the new developments.
THE WEST DISTRICT: WHITNEY WAY TO ALLEN BOULEVARD

CURRENT ZONING AND LAND USE

Residence Districts
This segment accommodates a wide variety of residence districts, though most of the high-density districts (R4 and R5) lie along and south of Norman Way. All residence districts limit building heights to two stories or 35 feet, except for R5 zones, which permit heights up to three stories or 40 feet. The lot, yard, and open space requirements for each district decrease from R1 to R5.

Commercial and Planned Unit Development Districts
The parcels on the southern side of the Whitney Way intersection are classified as Highway Commercial Districts (C3), which are similar to C1 and C2 districts though they accommodate a wider range of uses. The intersection at Norman Way features C1 and C2 districts to serve the adjacent Spring Harbor and other neighborhoods, and several C1 districts along the study area’s western border. The segment also includes one PUD-SIP located north of Capital Avenue.

GENERALIZED FUTURE LAND USE

Whitney Way to Tomahawk Trail
The south section of this segment transitions from the Whitney Way NMU district into an “E” district. The northern section has been designated as Low Density Residential (LDR). LDR areas feature an average of less than 16 dwelling units per acre and can include schools, parks, civic facilities, and neighborhood retail. Housing types can include single-family homes, duplexes, townhouses and apartments; the City of Madison recommends at least two types in a LDR area.

Tomahawk Trail to Spring Harbor Drive
The portion north of University Avenue includes Spring Harbor Park, which falls within a Park and Open Space (“P”) area. Ideally, these spaces will offer convenient bicycle and pedestrian access, provide “terminal views” for the local street system, and possess the character of a “meeting place.” The south side includes a residential development along Craig Avenue that has been designated as a Medium Density Residential (MDR) area. These areas are expected to exhibit an average of 16 to 40 dwelling units per acre, provided through a variety of housing types, though the City of Madison emphasizes maintaining a “house-like” character. They can also include the community facilities in LDR areas, retail, service, and office uses, preferably in mixed-use buildings.
Spring Harbor Drive to Capital Avenue
There are LDR areas fronting on both sides of University Avenue just north of Spring Harbor Drive. Much of the property falls within a NMU district surrounding the intersection of Norman Way and University Ave. The area comprising the NMU district has also been designated a potential redevelopment and infill area.

Capital Avenue to Allen Boulevard
Nearly all of the frontage property on both sides of University has been designated for LDR use. Two parcels near the Middleton border have been included in a Special Institutional District, which typically includes schools and houses of worship or assembly. As with P areas, these spaces should provide good bicycle and pedestrian access and “terminal views.”

City of Middleton
The City of Middleton’s 2006 Comprehensive plan does not specify plans or activities occurring near the study area’s west boundary (Allen Avenue). One of two parcels adjacent to this intersection that falls within Middleton’s jurisdiction has been zoned B-1 for office or commercial activities. The other is classified as a Planned Development District under a Specific Implementation Plan. For additional information see Chapter 10 of the City of Middleton Ordinances.

TRANSPORTATION
University Avenue
University Avenue in the western half of the district is still very much the unimproved rural highway that it originally was: there are no curbs, sidewalks are not consistently available, and medians are painted and not raised. This portion of the road is also slightly narrower than the east half with two traffic lanes in each direction, plus a two-way left-turn lane for much of the roadway. There are no bike lanes, although there is a bike/pedestrian path that runs along the north side of much of the roadway; however, the path is missing a number of critical portions that force cyclists onto either the shoulder of University or less direct interior streets.

As mentioned in Section 1.2, the entire length of University Avenue from Allen Boulevard to Segoe Road is scheduled to be rebuilt by 2010. This rebuilding project will modernize the roadway with curbs, gutters, bike lanes, and raised medians.
Spring Harbor Neighborhood Plan
University Avenue bisects the Spring Harbor neighborhood and as such receives a fair amount of attention in the Neighborhood Plan. The Plan calls for improving safety and traffic flow conditions in the corridor prior to the reconstruction of the roadway. Regarding the proposed reconstruction, the Plan recommends two traffic lanes and one bike lane in each direction with left-turn lanes at intersections. Additionally, the Plan calls for upgrading the bike/pedestrian path on the north side of the street and full sidewalks on the south side of the street. The corridor should also include full curbs, gutters, and pedestrian crosswalks at intersections.

Commuter Rail
The proposed commuter rail corridor veers south away from the District at Whitney Way and there are therefore no proposed stations in the west portion of the District.

PLANS IN PLACE

Spring Harbor Neighborhood Plan
The west section of the District has only one approved plan: the Spring Harbor Neighborhood Plan. This plan is very specific and casts both a short-term and long-term vision for the community's interaction with the corridor. Spring Harbor has visions of a mixed-use community that interacts with the city as it serves as a gateway into Madison. The Spring Harbor Neighborhood Plan recognizes the UDD, even though most of the neighborhood falls outside of the District, and encourages any neighborhood development to follow the guidelines laid out in the UDD specifications.

Whitney Way Intersection
The Whitney Way intersection is cited in many of the general plans as an important development site. The intersection is designated in the Spring Harbor Neighborhood Plan as “Neighborhood Sites 1 & 2” and is designated for denser, mixed-use redevelopment. The Whitney Way intersection is functionally a transition point between the commercial strips in the eastern section of the University Avenue corridor and the largely residential west side of the corridor. A site adjacent to this intersection has been designated as a location for a future commuter rail station. Development that occurs here will be visually prominent and, potentially, serve as a gateway between the two different sections of the corridor.
DEVELOPMENT COORDINATION WITH THE URBAN DESIGN COMMISSION

OVERVIEW
Those seeking to develop projects within Urban Design District 6 are subject to the City of Madison's Urban Design Commission (UDC) approval process, as the University Avenue transportation corridor has been designated a "major entrance to the City of Madison."

APPROVAL PROCESS
According to the City of Madison’s Development Guide, developers or property owners must contact the staff of UDC to establish a timetable for the approval process. Applicants are also advised to contact their district alderperson to discuss any neighborhood concerns. In addition to following appropriate zoning, neighborhood review and building permit approval processes, applicants must undergo two phases of formal UDC review. The initial review considers general building and site design issues while the final review addresses building materials, colors, and landscape plans. Between the two review phases, the UDC holds a public hearing and notifies the alderperson along with the owners of properties within 100 feet of the project. If the application is rejected, applicants or the district alderperson may appeal UDC decisions to the City of Madison Planning Commission. For information about the UDC, its general urban design criteria, and requirements specific to District 6, please consult Section 33.24 of the Madison General Ordinances.

OTHER CONSIDERATIONS
For information about the UDC, its general urban design criteria, and requirements specific to District 6, please consult Section 33.24 of the Madison General Ordinances. Those developing projects should also consult with the Village of Shorewood Hills or the City of Middleton if their property falls under either jurisdiction.
4 | RECOMMENDATIONS

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UNIVERSITY AVENUE: VISION AND GUIDING PRINCIPLES
The planned reconstruction of University Avenue in the next five to ten years provides an opportunity to create a corridor that will contribute to a more sustainable community while also enhancing the livability of surrounding neighborhoods. In making recommendations for the transportation facilities within Urban Design District 6, we have looked to the following guiding principles:

- Establish consistency in the visual quality of the streetscape
- Improve user equity and increase multi-modal opportunities
- Enhance existing cultural and environmental assets within the corridor
- Create a gateway for Madison and its neighborhoods
- Respond to the needs and interests of neighborhoods within Urban Design District 6

EXISTING CONDITIONS ON UNIVERSITY AVENUE
A comprehensive description of University Avenue's roadway, intersections, sidewalks, and bicycle facilities, as well as development and transportation plans for the area, can be found in Section 3: Contextual Analysis. This section reflects the concerns that local residents and businesses owners have about the corridor, as detailed in plans such as the 2006 Spring Harbor Neighborhood Plan and in focus groups held with members of the community (see Appendix A.4). Several key issues emerged from these discussions, including:

- Concern about the high traffic speeds and volumes
- Bicyclists and pedestrians find most intersections difficult to cross
- Better amenities are needed for transit users
- Better bicycle and pedestrian facilities are needed along the corridor
- Access points between businesses and University Ave need to be improved.

4.1.1 An example of a boulevard
Source: Dan Burden.

4.1.2 Current conditions on University Avenue
Source: Rachel Jacques
SOLUTION: REGIONAL BOULEVARD
To address the safety and amenity concerns previously discussed, we recommend that University Avenue be designed as a regional boulevard. Regional boulevards can be defined as moderate speed, divided arterial thoroughfares that serve multi-modal movement. These roadways serve both local and regional traffic, which enables them to serve as a backbone and gateway route to Madison for urban communities. At the same time, they enhance safety and make traveling more pleasant for all modes by using physical measures to create separate “realms” for pedestrians, bicyclists, transit, and private vehicles. This encourages environmentally friendly modes of travel while helping to create attractive and distinctive public places. Boulevards frequently include the following features:

- Broad right of way, typically 85 feet to 140 feet or more
- Four or more vehicle travel lanes, which are typically narrower than on other high volume roads
- Wide, raised, landscaped medians
- Street trees planted in medians and in terraces along the roadway

BOULEVARD RECOMMENDATIONS
Figure 4.1.3 depicts variations in the available right-of-way in the University Avenue Corridor. Figures 4.1.4 and 4.1.5 show how University Avenue can be divided into vehicle lanes, bicycle lanes, medians, terraces and sidewalks depending on the available right of way. The recommendations detailed below are guidelines meant to build upon this basic framework and are focused predominantly on making changes within the University Avenue right of way. For discussion on other transportation-related issues, please see the Buildings and Sites and Community Resources chapters.

Vehicle Lane Widths
- All auto lanes should be 10’ wide with one 12’ lane in each direction to meet...
4.1 Transportation

- Truck route designation requirements. (See Wisconsin Department of Transportation, Facilities Development Manual.)
- Roadway markings should meet minimal city and DOT standards and should exceed minimums whenever possible. Reflective vinyl striping and markings should be used whenever possible due to greater durability and visibility in poor conditions.

**Rationale:** Wider lanes tend to increase traffic speeds and encourage drivers to exceed posted speed limits. Additionally, annual crash rates per lane mile tend to increase with lane width. By limiting lane width traffic speeds can be lowered, leading to a lower risk of collisions between vehicles. Narrow lanes also lead to a narrower roadway, which is easier and safer for pedestrians to navigate.

**Medians**

- Median should be at least 20' where right-of-way allows.
- Incorporate landscaping into medians and create locations for planters at intersections to shield pedestrians.
- Design medians with at-grade cuts at intersections to improve bicycle and pedestrian movement.
- Street trees should be provided over the length of the median following city guidelines for types of trees and distances between them.

**Rationale:** A wide median provides numerous benefits, such as allowing left turn lanes to be cut in while still providing adequate pedestrian refuge at intersections. Researchers at Michigan State University found that the mean accident rate for boulevards with medians to be approximately 50 percent that of roadways with continuous center left turn lanes.

Wide medians also allow adequate growth space for street trees, accommodate snow storage, provide opportunities to post welcome signs, and create a unifying feel to the corridor. When landscaped, they also provide areas for stormwater infiltration. The presence of medians need not affect access to local businesses. A study in Provo, Utah, showed that 83 percent of customers stated they were just as likely to patronize businesses near a new median as they were before the median was built. Other research by the Texas Transportation Institute found that owners of businesses located near medians generally experienced increases in their property values.

**Curb Cuts**

- Access driveways requiring curb cuts should be minimized as much as possible.
- Properties with multiple access points should be strongly encouraged to consolidate them.
- Adjoining properties should be encouraged to share driveways and access to parking whenever possible.

**Rationale:** Curb cuts are conflict areas. They are where vehicles cross bicycle and pedestrian facilities. They also induce erratic slowing of street traffic as vehicles prepare to turn or enter traffic at low speeds. Curb cuts should be minimized as much as possible to reduce conflict points between vehicles, pedestrians, and cyclists, and decrease the likelihood of vehicle collisions.

4.1.6 Example of a wide median in Grand River, Iowa
*Source: Dan Burden*
Sidewalks and Terraces

- Terraces, or “tree lawns” adjacent to the roadway should be at least 6’ except in 100’ right of way (ROW) areas, where they may be narrowed or eliminated.
- Street trees should be provided in terraces where there is adequate space, following City of Madison guidelines. Ideally they should be spaced to create a canopy over the street.
- Sidewalks should be at least 6’ wide. Adequate width should be provided for bike racks and street furniture, when applicable.

**Rationale:** Wide terraces buffer pedestrians from street traffic and the street trees within them help narrow the roadway. Researcher Dan Burden has found that in some cases, these features reduce traffic speeds by 3 to 15 miles per hour and reduce run-off-the-road crashes and overall crash severity. Terraces also create a space for streetlights and fixtures that is out of the pedestrian right-of-way. Finally, they provide space for snow storage and stormwater infiltration, with the leaves of street trees helping capture up to the first 30 percent of precipitation.

Pedestrian Facilities and Amenities

- Crosswalks should be clearly marked with different colored and/or textured concrete as well as painted outlines.
- Medians should have decorative bollards/planters sheltering pedestrian waiting areas.
- Adequate waiting space should be provided on medians for pedestrians who may not be able to cross the entire street in one light cycle.
- Pedestrian activated signals should be provided where signals are not on a regular cycle.
- Pedestrian countdown timers should be utilized at all crosswalks.
- Benches should be provided for pedestrians in heavily trafficked areas.
- Construct a pedestrian bridge over the corridor to improve safety and enhance gateway character. Possible locations include Segoe Road and Spring Harbor Road.

**Rationale:** Facilities that help pedestrians move safely and comfortably along and across University Avenue help improve the corridor’s ability to serve both local and regional traffic, enhance mobility and safety, and better serve surrounding neighborhoods. Pedestrian amenities, especially when combined with landscaping and cultural resource enhancements, have been shown to generate economic benefits for area communities. For example, in Lodi, Wisconsin, a comprehensive streetscaping plan that included sidewalk widening, street tree planting, and colorful paving stones helped attract 60 new businesses and produce a 30 percent increase in downtown sales tax revenue.
Bicycle Amenities

- A minimum 5’ bike lane should run the length of the corridor in both directions. Lanes should be clearly marked as bike lanes with additional roadside signage alerting drivers to the presence of bicycles.
- Painted lanes as are in use in much of Europe and in American cities such as Portland should be considered, especially at intersections where bike and motor vehicle interactions occur.
- Lanes should feed into bike lanes on other major roadways and should be provided even where multi-use path exists off roadway.
- Bike racks should be provided in areas with numerous businesses
- Activation loops (and appropriate markings) should be provided at all vehicle-actuated signals.
- Bike racks should be provided in areas with business activity. Decorative racks may be used to give corridor a more unified feel.

**Rationale:** Improved bike facilities provide many of the pedestrian benefits listed above. They also go beyond those benefits in terms of enhancing sustainability, since cycling is an environmentally-friendly form of travel that can be used for longer distances. Bike amenities can also help businesses; a study conducted on Valencia Street in San Francisco showed that 66 percent of local business owners reported that the installation of new bike lanes had a positive effect on their businesses or their sales.

Multi-Use Path

- The path on the north side of University Avenue should be completed from Old Middleton road west to Allen Boulevard.
- The path should be at least 12’ wide with a center stripe to separate westbound from eastbound users.

**Rationale:** This path would provide a more recreation-oriented alternative to on-street bike lanes and sidewalks. A wide path allows for safer use by cyclists, pedestrians, and joggers who travel at different speeds with minimal interference with each other. Striping the lane minimizes conflicts, especially between higher-speed users such as cyclists.

Transit Amenities

- Bus Stops should be clearly marked with adequate signage
- Bus shelters should have seating available, particularly at heavily used stops
Shelters should provide system maps and timetables

- Bus pullouts, 10’ wide at a minimum, should be provided where right of way allows
- Bus stops should be connected to pathways and provide maximum mobility to wheelchair or mobility-aid users.

**Rationale:** Adequate amenities increase the attractiveness of more sustainable travel alternatives such as bus transit and also improve transportation equity for all people living along the University Avenue corridor. Bus pullouts can help improve visibility and the flow of traffic around buses that have stopped to pick up passengers.

**Lighting & Utilities**

- All utility wires should be buried to improve visual quality of corridor.
- Lighting should utilize decorative style poles and lamps and should avoid timber or plain galvanized steel polls.
- Pedestrian level lighting should be provided, particularly on the multi-use path that is removed from the roadway and requires additional lighting. Lighting should be provided according to City of Madison standards.

**Rationale:** Human-scaled lighting helps define the pedestrian realms in the roadway and better illuminates sidewalks. Decorative lighting treatments, especially when applied consistently, can increase the attractiveness and identity of the corridor as a gateway to the City of Madison.

**Traffic Signalization**

- All signals should include pedestrian signals and countdown timers.
- Vehicle actuated-signals should include ways for pedestrians and bicycles to activate the light.

**Rationale:** Signals oriented to (and actuated by) pedestrians and cyclists help increase safety and thereby increase the comfort by traveling on foot or by bike. These can be particularly important in alerting drivers to children or elderly persons who may be crossing the roadway.

**IMMEDIATE RECOMMENDATIONS**

The following improvements are recommended for the short-term (2-5 years) to address some of the community’s immediate safety and amenity concerns before long-term redevelopment of University Avenue takes place. Maps 4.1.1 – 4.1.3 in Appendix A.3 depict problem areas within the corridor. The improvements are grouped according to mode of travel.
4.1 Transportation

Pedestrians
- Install timers at all crosswalks
- Consider longer crossing times at all crosswalks for less able-bodied individuals
- Complete and widen sidewalk system along entire corridor
- Install alert signals or signage for lanes turning into and out of Whitney Way and University Avenue
- Install crosswalk and traffic signal at Norman Way and Ridge Street intersections
- Widen pedestrian islands at median for safe harbor in crossing

Automobiles
- Install traffic signals at University Avenue intersections of Norman Way and Ridge Street
- Consider longer left turn lanes or installing left turn lanes

Bicycles
- Complete bike path between Spring Harbor Drive and Allen Boulevard; convert sidewalk between Capital Avenue and Baker Avenue to multi-use facility along north side of University Avenue

Transit
- Install shelters at all bus stops without existing shelters
- Add bump-outs at bus stops to allow buses to pull out of moving traffic
LONG-TERM TRAFFIC DEMAND SOLUTIONS

University Avenue stakeholders have expressed concern about increased traffic generated by the redevelopment plans along University Avenue – particularly for the Hill Farms Site – and how this traffic will be managed. A current study by Strand Engineering finds that redevelopment of the Hill Farms State Office Complex, to be completed by 2025, will result in the addition of about 2000 vehicle trips during the PM peak-hour, which will be in addition to already anticipated traffic growth along the corridor.

Instead of widening the roadway, which is not seen as an option by the community or the city, creative strategies for managing travel demand can be used. These include:

- Encourage employers to offer financial incentives to employees who choose not to commute by car such as travel allowances, parking cash-out, and transit and rideshare benefits.
- Encourage businesses located within the development to use flextime strategies.
- Provide facilities that encourage bicycling, public transit, and pedestrian travel.
- Encourage rail transit.
- Encourage “park once” options by improving connections between retail, transit and other services; this can decrease the need for additional auto trips.

Additionally, Strand recommends phasing in road improvements within and external to the Hill Farms site. Within Hill Farms, recommendations include construction of an underpass across University Avenue, which would provide a direct connection between the Hill Farms site and Old Middleton Road. Strand also advises that a second entrance should be constructed on Sheboygan Avenue with all-way stop control and a full access signalized intersection at University Avenue. Recommended improvements external to the Hill Farms site include adjusting light cycle lengths at intersections, installing additional traffic lights and constructing turn lanes at key intersections.

Commuter rail service constitutes a currently unused but potentially available form of transit that would help distribute traffic across multiple modes. Transport 2020 has studied the rail line within the corridor as a means of addressing growing traffic concerns within Dane County. Traffic congestion occurring on University Avenue could be alleviated by encouraging use of rail for west/east travel across and within the city. In combination with greater density and mixed-use development along the corridor, commuter rail is reasonable option for meeting future transportation demands.

Source: http://www.allaboardwashington.com/
4.2 | BUILDINGS AND SITES

COMPACT BUILDING DESIGN
Vital urban communities are places where residents live within close proximity to the amenities that satisfy their daily needs. Compact building patterns can contribute to a distinct community identity by shaping meaningful public open space, supporting a diverse mixture of uses, and supporting efficient transit systems and a vibrant, pedestrian-friendly public realm.

Recommendations
- Buildings should reach the maximum height specified for their section of the corridor.
- Building massing should emphasize vertical forms rather than horizontal forms.
- Ground floor retail/commercial uses are encouraged with residential and/or office uses on the upper floors.
- Structured parking is encouraged.
- Update municipal parking code to a “form-based” system.

SUSTAINABILITY
According to the Environmental Protection Agency, buildings account for a significant portion of society’s environmental footprint. Urban Design District 6 can, and should, serve as a model for sustainable corridor development.

Recommendations
- "Green" building practices include: procuring building and site materials from regional sources, maximizing material recycling and reuse, and utilizing daylighting and passive heating/cooling to the fullest extent possible.
- “Green” site design includes: minimizing parking demand through pedestrian-oriented, mixed-use design and on-site stormwater retention and infiltration.
- Allow building density bonuses (e.g., additional building height) in exchange for amenities that are in the public interest, such as outdoor plazas, courtyards, and other open spaces, and connecting community multi-use trails and greenways.
- Encourage the development of a privately-funded bridge that allows pedestrian and bicyclist connections (e.g., possibly in conjunction with the Hill Farms project).

HUMAN-SCALE BUILDINGS
Walkability is a critical element of successful urban design. Walkability also promotes sustainability through the reduction of automobile traffic and the associated air, water, and noise pollution.

Recommendations
- Buildings should meet established “build-to” line(s) to create an engaging and visually diverse streetscape.
- Orient building entrances toward major walkways rather than toward parking lots.
• Ground floors retail should have at least sixty percent of street wall area devoted to transparent glazing to enhance pedestrian character and interest; commercial and other non-retail uses should have at least forty percent front glazing.

• Buildings at prominent intersections should be designed to “turn the corner.”

• Building entrances should be recessed from the primary building façade and clearly identifiable.

PEDESTRIAN CIRCULATION SYSTEMS
Goal is to create a safe, walkable, attractive planned pedestrian environment.

Recommendations
Streetscapes
• Establish uninterrupted patterns of pedestrian flow through the use of sidewalks, signage, and buffering devices.

• Limit conflicts of pedestrians and automobiles with proper building and parking design

• Utilize building setback requirements to locate pedestrian amenities such as seating and landscaping.

• Provide streetscape amenities for pedestrians.

• Minimum unobstructed sidewalk throughway.

• Incorporate landscaped buffer between street and sidewalk.

• Alternative design and materials such as brick are encouraged.

• Outdoor seating located in building setback for restaurants and cafes is encouraged.

Pedestrian Furniture
• Provide bike parking close to building entrances, visually and physically accessible from the street. “Inverted U” or “class II” bike rack preferred.

• Provide bollards to increase pedestrian safety where pedestrian-automobile conflicts exist.

• Provide recycling receptacles with trash receptacles.

Lighting
• Lighting should be human scale and lamp height should be no more than fourteen feet

• Streetscape lighting should strive for consistency throughout the corridor

• Exterior lighting should consider “dark sky” lighting guidelines, such as those outlined in LEED™ NC v2.2 (or most recent) rating system SS Credit 8.
4.2 | Buildings and Sites

PARKING AND SERVICE AREAS
Parking often creates significant visual and physical barriers to active pedestrian streetscapes. Pedestrian—automobile conflicts are often a result of poor parking placement and design and steps should be taken to maximize safety. Further, the impervious cover of parking areas is a primary source for the adverse impacts of stormwater runoff.

Recommendations
- Parking must adhere to the City of Madison’s *New Approach to Parking Lot Landscaping*, Substitute Resolution No. 37, 196.
- Parking should be sited to the rear or non-street side of the main building with access from side streets when possible.
- When possible, buildings should share curb cuts; parking areas should cause minimal disturbance to pedestrian pathways.
- Parking areas shall include uninterrupted designated pedestrian circulation pathways.
- Parking shall incorporate stormwater management best practice strategies.
- To the maximum extent practicable, the overall total of impervious surface shall be reduced in parking lots by providing compact car spaces, minimizing stall dimensions, incorporating efficient parking lanes, and using pervious materials in overflow parking areas.
- Mandatory parking ratio maximums should be enforced.
- Locate all service entrances, loading docks, and solid waste containers away from pedestrian circulation. If possible, locate trash areas inside of building envelope or parking structure.

BUILDING FAÇADE
Façade materials reflect building character, use, and quality.

Recommendations
- Exterior materials shall be durable, high quality, and appropriate for external use.
- Use of brick, stone, and terra cotta are preferred as primary façade materials.
- Use of brick tile, vinyl, and “faux” stone cladding are strongly discouraged.
- Fire exit and service doors must be designed in a manner consistent with the ground floor façade and character.
- Parking structure exterior facades should be consistent with surrounding buildings, façade articulation that mimic windows, and utilize landscaping best practices.

MASSING AND HEIGHT

FARLEY AVENUE TO MIDVALE BOULEVARD
This section of UDD 6 is dominated by surface parking, numerous curb cuts, and low-rise buildings on small to

4.2.3 Example of a highly detailed building façade
Source: LiveDowntownDenver
medium sized sites with little corridor continuity. Most uses and designs are heavily auto-oriented paved sites with minimal landscaping and water infiltration, devoid of pedestrian amenities. Furnishing and landscaping barrier is absent between the sidewalk and curb for most of this portion of the corridor, necessitating building setbacks to provide pedestrian and bicycle amenities.

**Goal:** Create a walkable urban landscape of moderate densities and mixed uses.

**Recommendations**
- Maximum Building Height: 6 stories
- Minimum Building Height: 2 stories
- 15’ lot setback along University Avenue to provide for pedestrian amenities and landscaping
- Minimum front upper-level step-back of 15 feet for stories above 3, rear stories above 2

**MIDVALE BOULEVARD TO OLD MIDDLETON ROAD**

This section consists of large sites with considerable redevelopment potential to create a node of high activity including employment, recreation, retail, and housing. Hilldale Mall recently completed Phase I redevelopment that replaced surface parking with parking structures, condos, and new retail facilities. Neighboring sites are considering similar high-density redevelopment scenarios.

Redevelopment plans for the Hill Farms site including the creation of 350 housing units, 1.6 million square feet of office space, and 150,000 square feet of ground level stores. The site will also host a new Wisconsin DOT headquarters. In August 2007, the City of Madison Common Council provided conditional approval for the State to request proposals from private firms.

**Goal:** Building density and a mix of uses create a lively atmosphere of regional interest and attraction. Housing includes diverse apartment and condominium options for a full range of incomes. Buildings create walkable urban fabric with street-level uses to encourage activity. Area will be serviced by multiple transit stops and include superior pedestrian and bicyclist amenities.
4.2 | Buildings and Sites

Recommendations
- Maximum Building Height: 14 stories
- Minimum Building Height: 6 stories
- Greater than ninety percent of parking should be contained within below grade and structured parking
- Incorporate neighborhood open space, such as community gardens and playground areas

Old Middleton Road to Whitney Way
Located between two very active intersections, this block provides a transition between dense activity node to the east and lower density uses to the west.

Recommendations
- Maximum Building Height: 8 Stories
- Minimum Building Height: 4 Stories
- Greater than ninety percent of parking should be contained within structured parking, with suggested location at the center of the block surrounded by inhabited building
- Minimum upper-level step-back of 15 feet for stories above 4
- Sites should create strong pedestrian and bicycle connections to the south, east, and west
- Follow design and use guidelines outlined in the Spring Harbor Neighborhood Plan

Whitney Way to Flambeau Road
Existing sites are designated for employment uses in the City of Madison Comprehensive Plan. Redevelopment opportunities exist to increase building height, density, and design quality; provide for greater stormwater management and pedestrian features.

Recommendations
- Maximum Building Height: 6 Stories
- Minimum Building Height: 4 Stories
- Rear-site structured and below grade parking strongly encouraged
- Minimum upper-level step-back of 15 feet for stories above 4
- Follow design and use guidelines outlined in Spring Harbor Neighborhood Plan

Norman Way to Capital Avenue
Sites in this section include those designated as Neighborhood Mixed-use in the City of Madison Comprehensive Plan and identified in the Spring Harbor Neighborhood Plan.

4.2.6 Example of façade step-backs
Source: Sarah Lawrence College

4.2.7 Example of a 3-story multi-use building
Source: Kevin Luecke
Recommendations

- Maximum Building Height: 4 Stories
- Minimum Building Height: 3 Stories
- Follow design and use guidelines outlined in Spring Harbor Neighborhood Plan

STORMWATER MANAGEMENT

Stormwater management is compulsory as it delivers benefits such as water quality improvement, groundwater recharge, wildlife habitat and natural scenery. Studies from around the world have explicitly concluded that proactive site planning and design is the most cost-effective approach for mitigating the adverse impacts of stormwater runoff. Due to the limited space in the corridor, stormwater management needs to be robust and innovative.

Goal: Effective, innovative and attractive on-site design and management practices that reduces the volume, velocity and contamination of stormwater runoff to the maximum extent practicable.

Recommendations

- A “treatment train” approach should be required to integrate multiple stormwater best management practices, such as bioretention swales, vegetated channels, rain gardens, permeable paving materials, cisterns, and green roof systems.
- Impervious surfaces should be disconnected to the maximum extent practicable to optimize infiltration.
- Landscaped areas and traffic islands should include areas to infiltrate stormwater.
- Natural vegetation should conform to the recommendations and guidelines outlined in Plants for Stormwater Design: Species Selection for the Upper Midwest authored by the Minnesota Pollution Control Agency.
- Rooftop runoff shall be directed to pervious areas so it is not directly routed to the roadway or storm sewer system.
- Permeable construction materials are strongly encouraged for use in low automobile traffic areas, such as driveways, sidewalks, plazas, overflow parking areas and other pedestrian walkways.
- Stormwater management shall meet and exceed the requirements of Chapter 37 of City of Madison Code of Ordinances and should be consistent with the Wisconsin Department of Natural Resources’ guidance in Storm Water Management Technical Standards.
Implementation Strategies

- The new zoning code ordinance should incorporate a stormwater credit system that provides incentives to developers, designers, builders and municipal officials who engage in innovative, effective, and attractive stormwater management.
- Create a program similar to Clean Rivers Rewards in Portland, Oregon, where private landowners can receive up to a 100% discount on city stormwater charges if they manage stormwater effectively.
- Create a similar program to the Austin, Texas Rainbarrel Sales Program, where the city distributes rain barrels for installation by private landowners.

Open Space

Existing conditions along the corridor do not provide for open space that is conducive to casual use by shoppers, employees, neighborhood residents, or other passers-by. These spaces can be a key community amenity, not just for those who live there but also for those who use the area on a daily basis. Pedestrian plazas, mini-parks, or “vest pocket” parks are not intended to replace public parks; they are oriented toward smaller areas and less-intense uses. In this multi-use corridor, they can provide opportunities for eating areas, work break-time spaces, rest areas for pedestrians and cyclists, and socialization. To create meaningful open space, the District regulations must require a higher design quality than is currently required in the Madison Code of Ordinances’ Chapter 28.04.

Goal: Enhance the quality of the built environment throughout the District through the creation of meaningful, usable open space.

Recommendations

- Require large sites to provide landscaped and well-connected public areas on site
- On-site open spaces should:
  - Take advantage of setback depths, street life, and transit connections
  - Promote passive recreational usage
  - Feature nodes of activity at their periphery
- Pedestrian plazas or other on-site open space shall provide:
  - A degree of privacy from traffic while maintaining inviting entrances from the street
  - Gathering places for site users throughout the day
  - Carefully placed points of interest to facilitate use
  - Connections to other open spaces, such as greenways, public parks, and bike paths
- Plans for on-site open space should complement the guidelines discussed in the “Public Art” section of this report (Section 4.3)
- On-site open spaces should avoid long stretches of paved areas without landscaping features
- A rich assemblage (i.e. various ages and species) of trees and shrubs species are strongly encouraged for landscaping areas.
- Tree and shrub species should be planted in strategic locations to maximize summer shade and to reduce winter shade.
- When planting trees, shrubs and grasses, group similar species to minimize maintenance requirements and provide ample space for root growth.
SIGNAGE

Goal: Create an aesthetically pleasing urban environment with the encouragement of signage that is attractive, unobtrusive, and constructed at the human scale.

Recommendations

General

- All signs should conform to Ordinance 31 of the code.
- Signs should be designed so as to be legible to the intended viewer in relation to the surrounding circumstances.
- Signs should avoid impinging upon landscape features, significant structures or scenic views.
- Illuminated signs should be lit internally or from the ground, not with fixtures projecting from the sign.
- Size should not exceed 15% of the building façade and the maximum height of monument signs should not exceed 6’.
- High quality, imaginative, and innovative sign design should be encouraged.
- The size and shape of a sign should be appropriate for the scale and location.
- Integrate signs with the building. Coordinated sign programs for multiple tenant sites in compliance with the code.
- Reduce impact of signage on adjacent residential neighborhoods.
- Signs in pedestrian oriented areas should concentrate on details.

Color and Legibility

- Select complementary colors that contribute to legibility and design integrity.
- Use contrasting colors to make the sign easier to read in both day and night.
- Space letters and words carefully. Avoid overcrowding or overspacing.
- Use symbols and logos as pictographic images that register more quickly.
- Limit the number of letter styles.

Materials

- Compatibility of materials with the design of the building facade is required.
- Sign materials should be extremely durable.

Incentives

- Offer a bonus in size of new signs if the owners remove nonconforming signs.
- Offer to remove old signs without cost to the merchant in exchange for early compliance.
- Create a program that facilitates the design of signs by local artists.
- Create a grant program to help reduce the cost of new signs.
- Create awards program to honor excellence in local signage.
INCENTIVES
Incentives are developed to reward developers and building owners who demonstrate commitment to high performance building design and provision of public amenities. Additional incentives may be negotiated between the developer and city to reward exceptional design qualities.

Recommendations
Incentives are developed to reward developers and building owners who demonstrate commitment to high performance building design and provision of public amenities. Additional incentives may be negotiated between the developer and city to reward exceptional design qualities.

- **Goal: High-Performance Design**
  Project must seek to achieve LEED™ NC v2.2 (or most recent version) Gold Certification. Project must be registered with U.S. Green Building Council; LEED™ NC v2.2 checklist with projected scoring must accompany all submitted design documentation, with statement of how proposed design will achieve LEED™ performance benchmarks; conditions must be verified for each permit. Project must have construction waste management and recycling plan. Completed checklist must be reviewed and signed by LEED™ accredited architect, engineer, and designated city staff and accompanied with developer signed affidavit for adherence to meet LEED™ certification level proposed.
  **Bonus:** Increased Building Height - 1 story; Priority Plan Review; Mayor’s Design Award

- **Goal: Exemplary Stormwater Design**
  Design reflects stormwater best management practices and captures and treats runoff from 90% of the average annual rainfall; capable of removing 80% of the average annual post development total suspended solids. Consistent with LEED NC v2.2 SS Credits 6.1, 6.2.
  **Bonus:** 75% stormwater impact fee exemption

- **Goal: Mitigate Urban Heat Island Effect**
  Projects must meet the criteria for LEED™ NC v2.2 SS Credit 7.1, must have vegetated “green” roof coverage of greater than 50% of roof area, and EnergyStar certified roof treatment for remaining roof space not covered by green roof or building equipment.
  **Bonus:** 25% stormwater impact fee exemption

- **Goal: Mixed Income Housing**
  For projects that include the mandatory amount of below market rate units and market them for at least 12 months (current ordinance requires 6 months).
  **Bonus:** Expedited Permitting Process

- **Goal: Meaningful Open Space**
  Development take steps to enhance the already mandatory open space set aside in accordance with Madison General Provision 28.09. Enhancement is understood as working to make the open space meaningful for pedestrians and employees. Creating a “third place” atmosphere does this. Such an atmosphere must include the following items: access to continual sunlight, open seating, and at least one destination point; such as a fountain, public art, or a functioning garden.
  **Bonus:** Reduction of park impact fees in the amount invested in third place creation.
- **Goal**: Community Gathering Place
  Projects that set aside indoor space for community uses such as office work, meetings and information distribution will be eligible for this incentive.

  **Bonus**: 20% minor deviation from development standards, if needed, such as but not limited to: yard setbacks, parking, building height, space between buildings, lot area and dimensions, defined linear distances (such as for signs), spacing requirements.

- **Goal**: Public Art
  Projects that set aside space for public artwork and create an RFP to fill the set aside. Added bonus if the RFP focuses on reuse or “green” art.

  **Bonus**: 25% fee reductions of many planning fees

**IMPACT FEES**
As development occurs, new projects must be held accountable for increased demand they create on public infrastructures and services. Impact fees are designed to determine the development’s proportionate costs for needed investment as a result of the project, with the fee designed and administered by local government.

Impact fees have traditionally been a funding source for park maintenance and infrastructure improvement. However, the last ten years have seen an evolution in impact fee administration as local governments have tried to lighten the burden on property taxes. This evolution has resulted in expanded use of impact fees, making developers more accountable for their projects.

Looking at the estimated park impact fee on the Hill Farms development of $635,225, there exists large potential for corridor park improvement. With the development occurring in the corridor, it makes sense for a portion of the impact fee be used to invest in the surrounding parks. Tying public artwork to community open space, these collected fees could be used to bring public art and destination points into existing parks. Such investment has the potential to create an outdoor amphitheater or a forum for local artists.

Creatively using impact fees could have new development help fund a proportionate share of a new pedestrian bridge. As the new developments increase pedestrian and vehicular traffic, it is logical that they be asked to help mitigate the corridor’s struggles with walkability and pedestrian safety. Such a bridge, acting as a gateway into the city, would help to increase corridor connectivity, pedestrian safety, and be a canvas for public art.
4.3 | COMMUNITY RESOURCES

INTRODUCTION
The recommendations presented here are in response to the contextual analysis of community resources (outlined in section 3.3) and to public input via meetings and surveys. University Avenue is currently a community-dividing vehicle traffic corridor, effectively creating a barrier to the movement of pedestrians and bicyclists within and among adjacent neighborhoods. These recommendations seek to connect the residents and businesses of UDD6 with their physical surroundings, strengthen the District’s identity and sense of place, and enhance the sustainability and livability of the surrounding neighborhoods. Maps 4.3.2 – 4.3.4 in Appendix A.2 highlight the recommendations given here. These recommendations address:
- Green and Open Space
- Public Art
- Community Gathering Places

GREEN AND OPEN SPACE

By creating an expanded network of high-quality open space, we can improve the health of our natural environment, revitalize local economies, and provide important social gathering places for our citizens.

~Center for Resilient Cities

In meetings, neighborhood residents consistently said that one of the things they like most about their neighborhood is the availability of parks and open space, but issues such as access, safety, and connectivity were areas of concern.

- **Goal:** Create a well-connected network of open spaces
  
  Future development along the corridor should protect existing green and open spaces and enhance this system with new connecting greenways and pedestrian paths. A network of parks and open spaces can offer many benefits to the surrounding communities:
  - Improving the aesthetic quality of the corridor and the safety of open spaces. This includes adding lighting and signage in existing green spaces as well as on the routes that connect them.
  - Creating a well-connected open space network will offer additional recreational opportunities for residents.
  - Pedestrian and bicyclist mobility could be greatly improved by adding a pedestrian bridge across University Avenue. Potential locations might include Segoe Road or Midvale Avenue.

- **Goal:** Identify space for future community gardens
  
  Community gardens are a high priority green space resource within the corridor. Setting aside a space for future community gardens will alleviate land use problems if and when the demand reaches a critical point where one community garden in the corridor is insufficient. Map 4.3.1 in Appendix A.3 illustrates barriers to accessing existing parks and open spaces; future redevelopment should address these issues and better connect the spaces. A discussion of funding for future green and open spaces can be found later in this section.
4.3 | Community Resources

PUBLIC ART

/Public art projects should be incorporated into every major public infrastructure project such as bridges, transit systems or highways and roadways. The integration of artists, architects, landscape architects and other designers into the design team for major infrastructural projects is strongly encouraged.

~Pittsburgh, PA Urban Design Guidelines

The importance of incorporating public art into the Urban Design District is to connect community members and artists of all ages to their physical environment through artistic opportunities. Public art comes in many forms and can serve many functions including community building, connectivity to physical environment, and providing a sense of place. Based upon information gathered from community residents and precedent studies, a range of public art types and goals emerged.

- **Goal:** Use Public Art to enhance the “gateway” effect along University Avenue
  University Avenue is an important gateway to the City. Public art can help establish a sense of visual cohesion along the corridor while welcoming visitors to the UW-Madison campus and to downtown Madison. Some of the ideas offered in public meetings to strengthen the corridor’s sense of place include the following:
    - A Prairie Style theme could be used to recognize Frank Lloyd Wright’s contributions to the region’s architecture (e.g., Taliesin in Spring Green, Monona Terrace Convention Center, Unitarian Church).
    - Local metalworking and sculptures could visually connect East and West Madison.
    - A consistent design theme could unify the corridor’s light posts, benches, road signs, bridges, neighborhood signs, and other street furniture along the corridor.

- **Goal:** Utilize a wide variety of art
  Variety in art can pertain to the duration of the project and its form (visual art, performance art, the design of infrastructure and buildings, etcetera). Art can be temporary (a limited term display), rotating (changing art pieces in set locations), or permanent. Permanent or rotating art can be located at intersections for the benefits of slowing down traffic, increasing civic engagement, and involving local neighbors in the design and creation of the art to build a sense of community. There are many good examples of public art in other towns and cities, and here are just a few ideas gathered from residents and precedent studies:
    - Provide an “art walk,” a temporary display of local artists’ work at local parks.
    - Rotating art can be found in Mesa, Arizona, which has a strong public art program displaying sculptures along roadways.
    - More permanent art might be a large chessboard made of permeable materials, making it active in terms of being usable and educating about permeable materials while being fun (See 4.3.1).
    - Other forms of permanent art could be mosaics on building walls.
    - The use of recycled materials or “found objects” is an eco-friendly medium to create visual art pieces.

4.3.1 An example of usable public art
Source: http://www.cyurbria.org/
4.3 Community Resources

In addition to visual art, performance art provides another opportunity to create a focal point for creative expression at community spaces such as parks and farmer’s markets.

- Street performers, such as musicians, actors, mimes, or dancers.
- An amphitheater was suggested by a number of community members to provide a permanent location for performance art, especially live music.

**Goal:** Use art as a community builder by involving local residents, artists and youth

Involving community members in art projects can build cohesiveness and participation while highlighting the diversity and heritage of University Avenue area.

- Community youth designing and creating murals and mosaics
- UW Art Department faculty and students in cooperation with the community
- Highlighting work with local artists
- Art Cart to involve youth and Madison artists from around the city

**Goal:** Art should be used as a tool to enhance pedestrian safety

Placement of the created community art has significant impacts on the corridor.

- Busy intersections may benefit the most from intersection art. The Intersection Art Project (http://www.cityrepair.org) serves as an example of the benefits associated with intersection art, such as causing drivers to slow down.
- Additional art in underutilized parks could help increase usage, leading to safer parks.

### Potential Sites for Public Art

While public art can be well suited for a number of locations, some specific sites have been identified as potential locations that benefit most by the addition of art.

- The portion of the intersection of University Avenue and Whitney Way, currently owned by the Erdman Company
- Indian Hills Park and Spring Harbor Park, which neighborhood residents cited as underutilized
- Hilldale Mall, either in the second phase of construction or filling in missed opportunities from lack of artistic vision

### Funding for Public Art

Funding exists from a multitude of sources at varying levels for all types of art. Some suggestions, locally and in the larger scope, include:

- Common Wealth Development
- Community Development Block Grant
- Dane County Cultural Arts Commission
- Wisconsin Arts Board
- City of Madison Arts
- UW Art Department
- Grants
- Personal or corporate underwriting
- Impact fees. See Section 4.2 for a more detailed discussion of fees.
Some residents recommended that public art should remain neutral in content—for example, art based upon area history or neighborhood elements such as native flora. Maps 4.3.2 – 4.3.4 in Appendix A.2 illustrate how art and design projects could be used to improve the quality of the corridor.

**COMMUNITY GATHERING PLACE**

A community gathering place is somewhere that all community members can go. Through conversations and meetings with neighborhood residents, the importance of and need for a community facility became very evident. Currently, area churches serve as the primary places for meetings and classes, such as those offered through MATC. Residents have compared the facilities they lack to the community center in Shorewood Hills, which contains a swimming pool and meeting place, but requires a private membership for access to most of its amenities.

- **Goal:** Construct a community facility
  
  A neutral, public meeting space could connect community members along and across the corridor.
  
- This type of gathering place could be used for neighborhood meetings, adult education classes such as yoga or gardening, or as a community center to help connect neighborhoods.
  
- Residents highlighted the lack of youth activities during the summer and after school. The center could serve as a year-round location for youth activities.
  
- Other sites in Madison that might serve as models include the Packers and Northport Community Centers on the Northside and the Goodman Atwood Community Center on the Eastside.

**Funding for a Community Gathering Space**

Ownership and operation of a community center would likely be determined by the neighborhoods or the City. However, a variety of funding options could be explored, including:

- Corporate contributions
- City and county funding
- Partnerships with city of Middleton
- Grants
- Other non-profits

**ADDITIONAL RECOMMENDATIONS**

- **Goal:** Continue conversations with area residents about ways to improve the corridor
  
  It is strongly encouraged that the City continues these conversations with local business owners and residents. Residents of Spring Harbor desire more businesses that serve local needs. Through neighborhood participation meetings, residents identified different businesses they feel are lacking, such as convenience stores and other neighborhood-serving businesses. However, the interests of business owners themselves should not be neglected.

- **Goal:** Future developments at Hilldale Mall should take advantage of missed opportunities
  
  Hilldale Mall was frequently cited as a missed opportunity to create many of the community resources recommended above, including open and green spaces, public art, and community gathering places. Residents advocated for involving artistic voices to add in sculptures, open plaza space, or green space in the second phase of the Hilldale development. Reactions of community members to the Hilldale development provide key sources of information about how best to move forward in the planning and development of the University Avenue corridor.
APPENDIX

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Source: Dan Burden
A.1 | Glossary of Terms

Glossary of Terms

Access Points: Points of entry and exit between commercial or residential areas and highways or arterials.

Activation Loops: Detectors that are embedded in pavement which detect the presence of vehicles. Activation loops are installed at traffic signals, and can cause signal phases to change based on the presence of vehicles.

Actuated Signals: A traffic signal where the lengths of phases for different traffic movements is adjusted for demand by a signal controller using information from pedestrian or vehicle detectors.

Actuation: In terms of traffic signals, actuation is the initiation of change in or extension of a traffic signal phase through the operation of a detector.

Activity Center: A central area within a neighborhood or at the intersection of several neighborhoods, that serves as a formal and/or informal gathering place. An activity center can be a commercial area with a variety of different types of retail establishments, often with public open space, a formal park, or any area that promotes interaction with other people on a personal and impersonal level and is pedestrian-oriented.

Amortization of Nonconforming Uses: Nonconforming uses that are particularly inconsistent with zoning districts within which they exist and not immediately dangerous to public health or safety may be terminated or amortized within a prescribed number of years. This amortization period allows the landowner to recoup some or all of his/her investment in the offensive nonconforming use.

Anthropogenic Impacts: Human-induced or resulting from human activities; often used to refer to environmental changes, global or local in scale.

Arterial Thoroughfares: A major street, used primarily for through traffic rather than for access to adjacent land, and is characterized by high vehicle capacity and continuity of movement.

At-grade: Where two or more transportation routes meet at the same vertical level. For example, a pedestrian crosswalk may be at-grade with an arterial roadway, whereas a pedestrian underpass would not be at-grade.

Biotic: All of the natural living organisms in a planning area and their life processes.

Bioretention Area: A water quality practice that utilizes landscaping and soils to treat stormwater runoff by collecting it in shallow depressions and then filtering.

Buffer: A buffer is a designated area of land that is controlled by local regulations to protect an adjacent area from the impacts of development. Circulation:

Built Environment: The urban environment consisting of buildings, roads, fixtures, parks, and all other improvements that form the physical character of a city.

Capital Budget: The capital budget is the municipal budget that provides for the construction of capital projects in the community.

Capital Project: Capital projects are construction projects including public buildings, roads, street improvements, lighting, parks, and their improvement or rehabilitation paid for under the community’s capital budget.

Character: The image and perception of a community as defined by its built environment, landscaping, natural features and open space, types and style of housing, and number and size of roads and sidewalks.

Comprehensive Plan: A comprehensive plan is a written document that identifies the goals, objectives, principles, guidelines, policies, standards, and strategies for the growth and development of the community.

Community Improvement Plan (CIP): A community’s plan for matching the cost of large-scale improvements—such as fixing roads, water and sewer mains—to anticipated revenues, such as taxes and bonds.

Commuter Rail: An electric or diesel propelled railway for urban passenger train service consisting of local short distance travel operating between a central city and adjacent suburbs. Service must be operated on a regular basis for the purpose of transporting passengers within urbanized areas, or between urbanized areas and outlying areas. Such rail service, using either
locomotive hauled or self propelled railroad passenger cars, is generally characterized by multi-trip tickets, specific station to station fares, railroad employment practices and usually only one or two stations in the central business district.

**Corridor:** An area or stretch of land identified by a specific common characteristic or purpose. a geographical band or strip that follows a general directional traffic flow connecting major trip generations. A corridor may contain a number of streets, highways, and transit route alignments. For our study, the corridor also includes the built environment and cultural context within the geographic area.

**Curb cut:** An opening along a curb line where vehicles or other wheeled forms of transportation may enter or leave the roadway.

**Dark Sky:** A movement to preserve and protect the nighttime environment and the experience of dark skies through quality outdoor lighting.

**Density:** Density is the amount of development per acre on a parcel permitted under the zoning law. The density allowed could be four dwelling units per acre or 40,000 square feet of commercial building floor per acre, for example.

**Design Guidelines:** A set of discretionary statements to guide land development to achieve a desired level of quality for the physical environment.

**Discretionary Review:** Discretionary Review is a higher level review of the proposed property use and architectural and design plans. This process is called discretionary because a special permit or approval may be needed and would be granted at the discretion of a decision maker. The decision maker must be able to make certain findings and may exercise discretion in granting approval of your project.

**District:** A district is a portion of a community identified on the locality’s zoning map within which one or more principal land uses are permitted along with their accessory uses and any special land uses permitted by the zoning provisions for the district.

**Easement:** An easement involves the right to use a parcel of land to benefit an adjacent parcel of land, such as to provide vehicular or pedestrian access to a road or sidewalk. Technically known as an easement appurtenant.

**Economic Development:** The purpose of economic development is to build up the economic capacity of a local area to improve its economic future and the quality of life for all. It is a process by which public, business and nongovernmental sector partners work collectively to create better conditions for economic growth and employment generation.

**Effigy Mounds:** A raised pile of earth built in the shape of a stylized animal, symbol, religious figure, or human figure. Effigy mounds were constructed in many Native American cultures and are believed to be for primarily religious purposes, although some also fulfill a burial mound function. More mounds were built by ancient Native American societies in Wisconsin than in any other region of North America—between 15,000 and 20,000 mounds, at least 4,000 of which remain today.

**Façade:** The exterior walls of a building that can be seen by the public.

**Floodplain:** A floodplain is the area on the sides of a stream, river, or watercourse that is subject to periodic flooding. The extent of the floodplain is dependent on soil type, topography, and water flow characteristics.

**Floor Area Ratio (FAR):** FAR is the gross floor area of all buildings permitted on a lot divided by the area of the lot. In zoning, the permitted building floor area is calculated by multiplying the maximum FAR specified for the zoning district by the total area of the parcel. A permitted FAR of 2 would allow the construction of 80,000 square feet of floor space on 40,000 square feet of land (40,000 x 2 = 80,000).

**Footprint (building):** The shape and orientation of the ground floor of a structure on the Lot. Example: After taking account of site characteristics, including building size and function and prevailing winds, the architects established the footprint for the new office building on the building site.

**Form-Based Code:** A method of regulating development to achieve a specific urban form. Form-based codes create a predictable public realm primarily by controlling physical form, with a lesser focus on land use, through city or county regulations. Form-based codes address the relationship between building facades and the public realm, the form and mass of buildings in relation to one another, and the scale and types of streets and blocks. The regulations and standards in Form-based codes, presented in both diagrams and words, are keyed to a regulating plan that designates the appropriate form and scale (and therefore, character) of development rather than only distinctions in land-use types in contrast to conventional zoning. Form-based codes are regulatory, not advisory.
A.1 | Glossary of Terms

**Frontage:** A specified number of linear feet that front on a dedicated street, often required by zoning. A 100-foot frontage requirement means that a lot must have 100 linear feet on the side of the parcel that fronts on a street.

**Framework:** A supporting or underlying structure

**Gateway:** A major point of arrival into a business district, town, village, or city. Gateway treatments mark the physical entrance to a particular place.

**Green Building/Design:** A strategy that implements environmentally sustainable lifestyle, design, construction and or operation to minimize the total environmental impacts

**Heavy Rail Transit:** (metro, subway, rapid transit, or rapid rail) is an electric railway with the capacity for a heavy volume of traffic. It is characterized by high speed and rapid acceleration passenger rail cars operating singly or in multi-car trains on fixed rails; separate rights-of-way from which all other vehicular and foot traffic are excluded; sophisticated signaling, and high platform loading.

**Historic District:** An historic district is a regulatory overlay zone within which new developments must be compatible with that of the architecture of the historic structures within the districts. Alterations and improvements of historic structures must be made with minimum interference with the historic features of the building. The local legislature establishes standards that a historic preservation commission uses to permit, condition, or deny projects proposed in historic districts.

**Impervious surface:** A hard surface area that either prevents or retards the entry of water into the soil mantle as under natural conditions prior to development and/or a hard surface area that causes water to run off the surface in greater quantities or at an increased rate of flow from the flow present under natural conditions prior to development. Common impervious surfaces include, but are not limited to, rooftops, walkways, patios, driveways, parking lots, storage areas, concrete or asphalt paving, gravel roads, packed earthen materials, and other surfaces that similarly impede the natural infiltration of urban runoff.

**Incentive:** Incentive zoning is a system by which zoning incentives are provided to developers on the condition that specific physical, social, or cultural benefits are provided to the community. Incentives include increases in the permissible number of residential units or gross square footage of development, or waivers of the height, setback, use, or area provisions of the zoning ordinance. The benefits to be provided in exchange may include affordable housing, recreational facilities, open space, day care facilities, infrastructures, or cash in lieu thereof.

**Infill Development:** Development that occurs on contiguous vacant lots scattered within areas that are already predominantly developed or urbanized to the highest intensity allowed by the zoning designation and the General Plan

**Landmark:** A geologic feature, building or other structure that is particularly well-known or is historically significant.

**Land Use:** The degree to which the land reflects human activities (e.g., residential and industrial development, roads, mining, timber harvesting, agriculture, grazing, etc.). Land use describes how a piece of land is managed or used by humans. The most common implementation of Land Use is Zoning.

**Light Rail Transit:** LRT is a form of urban rail public transportation that generally has a lower capacity and lower speed than heavy rail and metro systems. The term is used to refer to modern streetcar/tram systems with rapid transit-style features that usually use electric rail cars operating mostly in private rights-of-way separated from other traffic but sometimes, if necessary, mixed with other traffic in city streets.

**Median Income:** Median income is the amount which divides the income distribution into two equal groups, half having incomes above the median, half having incomes below the median. The medians for households, families, and unrelated individuals are based on all households, families, and unrelated individuals, respectively. The medians for people are based on people 15 years old and over with income.

**Mixed-Use:** In some zoning districts multiple principal uses are permitted to coexist on a single parcel of land. Such uses may be permitted, for example, in neighborhood commercial districts, where apartments may be developed over retail space.

**Mode of Transport:** A general term for the different kinds of transport facilities that are often used to transport people or cargo (car, bicycle, walking, truck, bus, transit, etc.).

**Multi-Modal:** In terms of transportation, where more than one mode of transport is used for a journey, or for transport analysis, the journey can be described as multi-modal.
Non-Conforming: Either a parcel or land use, which may have been valid when the parcel was created or land use was established, but are prohibited by a new or amended zoning law or regulation. Most nonconforming uses are allowed to continue but may not be expanded or enlarged.

Overlay Zone: An overlay zone is a zone or district created by the local legislature for the purpose of conserving natural resources or promoting certain types of development. Overlay zones are imposed over existing zoning districts and contain provisions that are applicable in addition to those contained in the zoning law.

Owner Occupancy: A housing unit is owner occupied if the owner or co-owner lives in the unit even if it is mortgaged or not fully paid for.

Pedestrian Countdown Timer: An indicator that displays the seconds remaining pedestrians have to cross a roadway.

Pedestrian Signal Indicator: A lighted “Walk/Don’t Walk” signal that indicates that pedestrians can cross the roadway.

Pedestrian-Scaled: Development designed so a person can comfortably walk from one location to another; encourages strolling, window-shopping, and other pedestrian activities; provides a mix of commercial and civic uses (offices, a mix of different retail types, libraries and other government and social service outlets); provides visually interesting and useful details.

Pervious Concrete: A porous type of pavement capable of capturing stormwater and allowing it to seep into the ground.

Permitted Use: A use that is specifically authorized (permitted by right) in a particular zoning district. It is contrasted with special permit or conditional uses that are authorized only if certain requirements are met and approved by the City Council.

Parcel: A piece of property.

Planned Unit Development (PUD): A type of development and the regulatory process that permits a developer to meet overall community density and land use goals without being bound by existing zoning requirements. PUD is a special type of floating overlay district that generally does not appear on the municipal zoning map until a designation is requested. This is applied at the time a project is approved and may include provisions to encourage clustering of buildings, designation of common open space, and incorporation of a variety of building types and mixed land uses. PUDs are discretionary.

Police Power: The police power is the power that is held by the state to legislate for the purpose of preserving the public health, safety, morals, and general welfare of the people of the state. The authority that localities have to adopt comprehensive plans, and zoning and land use regulations is derived from the state’s police power and delegated by the state legislature to its towns, villages, and cities.

Poverty Rate: The Census Bureau uses a set of money income thresholds that vary by family size and composition to determine who is in poverty. If a family’s total income is less than the family’s threshold, then that family and every individual in it is considered in poverty. The official poverty thresholds do not vary geographically, but they are updated for inflation using the Consumer Price Index (CPI-U). The official poverty definition uses money income before taxes and does not include capital gains or noncash benefits (such as public housing, Medicaid, and food stamps).

Precedent Study: A report or document that may be used as an example in dealing with subsequent similar instances found on University Avenue.

Public Art: Public art is artwork in the public realm, regardless of whether it is situated on public or private property, or whether it is acquired through public or private funding. Publicly sited works of art make an important contribution to the character and visual quality of the City and is accessible to the public.

Redevelopment: The conversion of a building or project from an old use to a new one. Examples are the conversions of old warehouses to bars or coffee shops or converting an old industrial complex into a shopping center like the Quarry Market in San Antonio. It is also known as Adaptive Reuse.

Regional Boulevards: A moderate speed, divided arterial thoroughfares that serve multi-modal movement.

Right-of-way: Property, usually in a strip, within which the entire road facility (travel lanes, medians sidewalks, shoulders, planting areas, bikeways and utility easements) resides. (Washington County, Oregon).

Setback: A setback restriction requires that no building or structure be located within a specified number of feet from a front, side, or rear lot line.
Glossary of Terms

**Sense of Place:** The essential character and spirit of an area.

**Site Plan:** A site plan shows the proposed development and use of a single parcel of land consisting of a map and all necessary supporting material.

**Smart Growth:** A perspective, method, and goal for managing the growth of a community. It focuses on the long-term implications of growth and how it may affect the community, instead of viewing growth as an end in itself. The community can vary in size; it may be as small as a city block or a neighborhood, or as large as a city, a metropolitan area, or even a region. Smart Growth promotes sustainable long-term strategies for managing growth. It is designed to create livable cities, promote economic development, and protect open spaces, environmentally sensitive areas, and agricultural lands.

**Streetscape:** The space between the buildings on either side of a street that defines its character.

**Strip Development:** Form of commercial land use in which each establishment is afforded direct access to a major thoroughfare; generally associated with intensive use of signs to attract passersby to a large parking lot.

**Sustainable:** Meeting the needs of the present without compromising the ability of future generations to meet their needs.

**Tax Increment Finance (TIF):** Tax increment financing allows cities to create special districts and to make public improvements within those districts that will generate private-sector development. During the development period, the tax base is frozen at the predevelopment level. Property taxes continue to be paid, but taxes derived from increases in assessed values (the tax increment) resulting from new development either go into a special fund created to retire bonds issued to originate the development, or leverage future growth in the district.

**Terrace:** A planting strip and buffer typically placed along the sidewalk, which can accommodate street trees, decorative planters and shrubs, utility equipment and streetlights.

**Traffic Calming:** An integrated approach to traffic planning that seeks to maximize mobility, while reducing the undesirable effects of that mobility. Traffic calming can be achieved by altering the physical design of the road, providing incentives for the use of public transportation, and fostering compact communities.

**Transit:** Transportation by bus, rail, or other conveyances (public or privately owned) which provides to the public general or special service on a regular and continuing basis.

**Transit-Oriented Development (TOD):** A form of development that emphasizes alternative forms of transportation other than the automobile - such as walking, cycling, and mass transit - as part of its design. Transit-Oriented Development locates retail and office space around a transit stop. This activity center is located adjacent to a residential area with a variety of housing options such as apartments, townhouses, duplexes, and single family houses.

**Transit Nodes:** Stops along a public transportation route where people board and disembark, often where one or more routes intersect with each other. These sites can provide ideal locations for mixed-use and transit-oriented development.

**Transportation Equity:** Transportation equity, or fairness, includes three components. Horizontal Equity is concerned with the distribution of transportation resources and impacts across individuals or groups who are considered equal in ability and need. Vertical Equity is concerned with the distribution of transportation impacts between individuals and groups that differ in terms of ability and need, such as by income or social class. Vertical Equity with Regard to Mobility refers to the degree to which the transportation system meets the needs of travelers with special constraints, such as physical handicaps.

**Treatment Train:** In terms of stormwater discharge, a managed system for treating runoff water which includes components for filtering, cleaning and reducing the total quantity stormwater moving off-site.

**Turbidity:** The amount of solid particles that are suspended in water and that cause light rays shining through the water to scatter. Thus, turbidity makes the water cloudy or even opaque in extreme cases.

**Topography:** The representation of a portion of the earth's surface showing natural and man-made features of a given locality such as rivers, streams, lakes, roads, buildings and most importantly, variations in ground elevations for the terrain of the area.

**UDC:** Urban Design Commission

**UDD:** Urban Design District

**Underutilized Land:** Land that is not developed to the maximum that zoning would allow.
USDA NRCS: United State Department of Agriculture, Natural Resources Conservation Services

Watershed: A geographical area within which rain water and other liquid effluents seep and run into common surface or subsurface water bodies such as streams, rivers, lakes, or aquifers.

Wayfinding: A word that has gained popularity with the adoption of the Americans with Disabilities Act (ADA). In its most literal sense, wayfinding is the ability of a person to find his or her way to a given destination. While the words and graphics on a building’s signs are important to the process, wayfinding also depends on the information inherent in a building’s design.

Wetland: Wetlands may be either freshwater or tidal. They are typically marked by waterlogged or submerged soils or support a range of vegetation peculiar to wetlands. They provide numerous benefits for human health and property as well as critical habitat for wildlife and are generally regulated by either federal, state, or local laws.

Zoning Law or Code: A legislative means of ensuring that land uses of community are properly situated in relation to one another. The Zoning Ordinance regulates the use of all land. It outlines the kind of activity (uses) that can be established (permitted) in each zone. Zoning influences the development potential and preserves the value of property and controls the type and intensity of development so that property can be adequately serviced by public.

Zoning Map: This map is approved at the time that the local legislature adopts a zoning ordinance. On this map, the zoning district lines are overlaid on a street map of the community. This map divides the community into districts. Each district will carry a designation that refers to the zoning code regulations for that district. By referring to this map, it is possible to identify the use district within which any parcel of land is located. Then, by referring to the text of the zoning code, it is possible to discover the uses that are permitted within that district and the dimensional restrictions that apply to building on that land. The zoning map constitutes a blueprint for the development of the community over time.
## Table 3.3.1: 2000 Census Demographic Data

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>CATEGORY 1</th>
<th>2.01</th>
<th>2.05</th>
<th>3</th>
<th>8</th>
<th>Shorewood Hills</th>
<th>Median or Total</th>
<th>Madison</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>2,665</td>
<td>2,246</td>
<td>5,544</td>
<td>5,037</td>
<td>3,627</td>
<td>1,644</td>
<td>18,687</td>
<td>208,054</td>
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<tr>
<td>Number of Households</td>
<td>1,231</td>
<td>1,011</td>
<td>2,225</td>
<td>2,861</td>
<td>1,813</td>
<td>632</td>
<td>9,150</td>
<td>89,267</td>
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### Gender

<table>
<thead>
<tr>
<th>Gender</th>
<th>Male</th>
<th>Female</th>
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</thead>
<tbody>
<tr>
<td>Shorewood Hills</td>
<td>48.9%</td>
<td>51.1%</td>
</tr>
<tr>
<td>Median or Total</td>
<td>47.8%</td>
<td>52.2%</td>
</tr>
<tr>
<td>Madison</td>
<td>49.1%</td>
<td>50.9%</td>
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</table>

### Race/Ethnicity

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>White</th>
<th>Black</th>
<th>Asian</th>
<th>Other*</th>
<th>Hispanic origin</th>
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</thead>
<tbody>
<tr>
<td>Shorewood Hills</td>
<td>83.8%</td>
<td>3.5%</td>
<td>6.3%</td>
<td>6.8%</td>
<td>5.4%</td>
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<tr>
<td>Median or Total</td>
<td>91.9%</td>
<td>0.9%</td>
<td>4.5%</td>
<td>2.6%</td>
<td>1.8%</td>
</tr>
<tr>
<td>Madison</td>
<td>92.5%</td>
<td>2.0%</td>
<td>4.8%</td>
<td>2.9%</td>
<td>2.1%</td>
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### Age

<table>
<thead>
<tr>
<th>Age</th>
<th>Under 18</th>
<th>65+</th>
<th>Median</th>
</tr>
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<tr>
<td>Shorewood Hills</td>
<td>18.3%</td>
<td>33.8%</td>
<td>38.6</td>
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<tr>
<td>Median or Total</td>
<td>19.8%</td>
<td>11.1%</td>
<td>44.4</td>
</tr>
<tr>
<td>Madison</td>
<td>27.9%</td>
<td>27.6%</td>
<td>41.2</td>
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### Income

<table>
<thead>
<tr>
<th>Income</th>
<th>Median Household Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shorewood Hills</td>
<td>$48,000</td>
</tr>
<tr>
<td>Median or Total</td>
<td>$54,157</td>
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<tr>
<td>Madison</td>
<td>$65,405</td>
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### Housing

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<thead>
<tr>
<th>Housing</th>
<th>Persons per family</th>
<th>Person per household</th>
<th>Persons in Group Quarters**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shorewood Hills</td>
<td>2.73</td>
<td>2.1</td>
<td>3</td>
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<tr>
<td>Median or Total</td>
<td>2.71</td>
<td>2.2</td>
<td>0</td>
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<tr>
<td>Madison</td>
<td>3.13</td>
<td>2.5</td>
<td>31</td>
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</table>

### Travel Time to Work, 16+

<table>
<thead>
<tr>
<th>Travel Time to Work, 16+</th>
<th>29 mins and under</th>
<th>30 mins and up</th>
<th>Work at home</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shorewood Hills</td>
<td>78.6%</td>
<td>21.4%</td>
<td>4.3%</td>
</tr>
<tr>
<td>Median or Total</td>
<td>81.5%</td>
<td>18.5%</td>
<td>6.6%</td>
</tr>
<tr>
<td>Madison</td>
<td>80.6%</td>
<td>19.4%</td>
<td>6.2%</td>
</tr>
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</table>

### Education

<table>
<thead>
<tr>
<th>Education</th>
<th>Associate's degree or higher</th>
<th>High School or Higher</th>
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</thead>
<tbody>
<tr>
<td>Shorewood Hills</td>
<td>61.4%</td>
<td>89.7%</td>
</tr>
<tr>
<td>Median or Total</td>
<td>74.4%</td>
<td>89.3%</td>
</tr>
<tr>
<td>Madison</td>
<td>77.1%</td>
<td>93.8%</td>
</tr>
</tbody>
</table>

*Includes Native American, Pacific Islander, other, or two or more races from Census categories

**Institutions such as nursing homes or detention centers
Map 3.3.1: Concentrations of Ethnic Minorities
Map 3.3.2: Age Distribution in Urban Design District 6
Map 3.3.3: Existing Community Resources
Map 3.3.4: Potential Community Garden Locations (Source: State of Wisconsin – DOA)
Map 3.4.1: Current Zoning in Urban Design District 6

Data Source: City of Madison, WI

Zoning Districts

Urban Design District 6, Madison, WI

Parcels

UDD 6 Parcels

PUD-SIP

PUD-GDP
Map 3.4.2: Pedestrian-vehicle conflict areas, west section

Data Source: City of Madison, WI
Map 4.1.1: Pedestrian-Vehicle Conflict Areas, Allen Boulevard to Whitney Way
Map 4.1.1: Pedestrian-Vehicle Conflict Areas, Whitney Way to Midvale Boulevard
Map 4.1.2: Pedestrian-Vehicle Conflict Areas, Midvale Boulevard to Farley Avenue
Map 4.3.1: Barriers to Accessing Parks and Open Space
Map 4.3.2: Potential Community Resource Locations: West

Potential Community Resource Locations: West

- Connect parks with paths, use art to draw people in.
- A public art gateway along the hill into town.

Data Sources: City of Madison parcel data, U.S. Census roads, and Wisconsin View aerial photographs.
Map 4.3.3: Potential Community Resource Locations: Central
Map 4.3.4: Potential Community Resource Locations: East
A.3 References

REFERENCES


City of Madison, Wisconsin. General Ordinance, Sec 33.24 (13).


City of Madison, Wisconsin. Code of Ordinances. Section 10.10 “Installation of Street Trees.”


Dahlgren, Shardlow, and Uban, Inc. Lowry Avenue Corridor Plan. May 2002.


Gruber, Tim. Personal interview. 6 April 2008.


A.3 References


Visual Preference Survey

*Visual Preference Surveys* are a tool used to measure the community’s desire for particular aesthetic and functional elements of their environment. This survey was administered to a gathering of Spring Harbor residents on Thursday, April 17, 2008, in conjunction with the UDD6 Corridor Plan project. Each participant assigned an overall value to each full-sized photograph, according to his or her preference for that scene. Remarks were collected regarding how particular elements contributed (both positively and negatively) to the grade which survey respondents assigned to the scene; these comments were aggregated into five sections, and are described in the following appendix. The results of this study helped to shape the recommendations and design guidelines highlighted throughout the report. The graphic instructions for this survey are indicated below.

Mark your overall preference for this scene by circling a value on the scale.

Least desirable

Neutral

Most desirable

-5  -4  -3  -2  -1  0  +1  +2  +3  +4  +5
POSITIVE:

- Landscaping
  ⇒ Good street light design
- Architecture
  ⇒ Nice, restored look to storefronts
  ⇒ Varied facades; consistent without uniformity
  ⇒ Appropriate scale—2-4 stories
  ⇒ Buildings avoid “prefabricated” look
- Auto Traffic/ parking
  ⇒ Overhanging traffic lights better than poles
  ⇒ Well-marked parking lanes
- Site layout
  ⇒ Buildings close to pedestrians
- Bike/Ped
  ⇒ Wide sidewalks
- Street Vitality
  ⇒ Nice “Main St.” feel

NEGATIVE:

- Landscaping
  ⇒ No shade = “urban desert” effect
  ⇒ Not enough vegetation; needs trees, flowers
  ⇒ Street lights not appropriate for this setting
- Architecture
  ⇒ Buildings need more awnings
  ⇒ Stick-out signage detracts from buildings
  ⇒ Bleak, bare buildings
  ⇒ Buildings look too similar
- Auto Traffic/ parking
  ⇒ Too auto-oriented
  ⇒ Too wide; street has appearance of major highway
  ⇒ No parking lots
  ⇒ Little space between opposite traffic
- Bike/Ped
  ⇒ No bike amenities
  ⇒ Needs more sidewalk
  ⇒ Difficult pedestrian crossings
- Street Vitality
  ⇒ Needs art

COMMENTS

Mean: -0.7  
s.dev.: 2.9  
n: 12
COMMENTS

POSITIVE:
• Landscaping
  ⇒ Well– spaced trees, grassy hill are nice
  ⇒ Trees on both sides of sidewalk
  ⇒ Berm hides appearance of parked cars
  ⇒ Trees provide good walking canopy, buffer
• Auto Traffic/ parking
  ⇒ Street appears to have a median
  ⇒ Good “Boulevard” appearance to street
• Bike/Ped
  ⇒ Shaded sidewalk
  ⇒ Walkway is inviting

NEGATIVE:
• Landscaping
  ⇒ Trees look unnatural in straight line
  ⇒ Leaves may be slippery on ground
  ⇒ Needs art
• Auto Traffic/ parking
  ⇒ Too auto-oriented
  ⇒ Prefer less surface parking
• Site layout
  ⇒ Parking lot separates building from street
  ⇒ Would like better placement of parking lot
• Bike/Ped
  ⇒ Would like to see more nearby activity available
  ⇒ Sidewalk too narrow for both bike & pedestrians

Mean: 1.3
s.dev.: 2.5
n: 13
### COMMENTS

**POSITIVE:**
- Landscaping
  ⇒ Street trees good for urban environment
  ⇒ Bollards & lighting provide good buffer
  ⇒ Good species selection for trees
- Architecture
  ⇒ Inviting storefronts
  ⇒ Doors and windows close to sidewalk
- Site layout
  ⇒ Good separation between sidewalk & street
- Bike/Ped
  ⇒ Lots of benches
  ⇒ Wide sidewalks
  ⇒ Good environment for pedestrians
- Street vitality
  ⇒ Quaint
  ⇒ Small shops are good
  ⇒ Interest & activity for pedestrians
  ⇒ Good mix of uses

**NEGATIVE:**
- Landscaping
  ⇒ Grassed areas would help
- Architecture
  ⇒ Shear vertical wall against sidewalk
  ⇒ Bland stone facades
- Auto Traffic/ parking
  ⇒ Street too wide for safe ped. crossing
- Site layout
  ⇒ Benches should face storefronts
- Bike/Ped
  ⇒ Does not appear to be a walking community
  ⇒ Cobblestone is a poor biking surface
- Street vitality
  ⇒ Needs more public art

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Mean: 2.8  
s.dev.: 2.2  

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n: 13
POSITIVE:

- Landscaping
  ⇒ Nice trees and lots of them
  ⇒ Beautiful park
  ⇒ Does not feel like the middle of the city
  ⇒ Trees provide shade & impression of privacy
- Architecture
  ⇒ Good architectural character
  ⇒ Apartments across street would feel “open”
- Auto Traffic/ parking
  ⇒ Good “slip” street
- Site layout
  ⇒ Good delineation of areas
  ⇒ Good linear layout
  ⇒ Bollards & trees provide buffer
  ⇒ Nice “promenade” - open space
  ⇒ Site has good symmetry
- Bike/Ped
  ⇒ Inviting for pedestrians
  ⇒ Good open space for pedestrians
  ⇒ Benches are good
  ⇒ Nice dedicated bike lane
  ⇒ Pedestrian “retreat”
- Street vitality
  ⇒ Looks like a good place to meet people
  ⇒ Has “old world” feeling of East Coast
  ⇒ Shopping across the street
  ⇒ Feels peaceful
  ⇒ Minimum signage
  ⇒ View is luxurious

NEGATIVE:

- Auto Traffic/ parking
  ⇒ Traffic too slow
- Bike/Ped
  ⇒ Would have to be well lit for safety at night
- Street vitality
  ⇒ Suitable for State St., not University
  ⇒ Underutilized space

COMMENTS

Mean: 4.1  
s.dev.: 1.6  
n: 14
POSITIVE:

- Landscaping
  ⇒ Some greenery integrated with parking lot

- Architecture
  ⇒ Unique signs for each store
  ⇒ Some attempt at vertical elements to relieve monotony

- Auto Traffic/parking
  ⇒ Traffic sign shows turn lane, great for control

- Street vitality
  ⇒ Business is good
  ⇒ Shops may be needed for neighborhood

NEGATIVE:

- Landscaping
  ⇒ Needs more greenery in parking lot
  ⇒ Lacking vegetation at curb

- Architecture
  ⇒ Design suggests low-quality stores
  ⇒ Bad signage; adds to visual clutter
  ⇒ Bad lighting design; may also be too bright
  ⇒ Too uniform
  ⇒ Lacks character & beauty
  ⇒ Would be better if 2-story/multi-use

- Auto Traffic/parking
  ⇒ Too auto-oriented
  ⇒ Too much parking

- Site layout
  ⇒ Strip mall layout not good
  ⇒ Not connected to anything else
  ⇒ Parking separates building from street

- Bike/Ped
  ⇒ No pedestrian or bike amenities

- Street vitality
  ⇒ Wouldn’t want to shop here
  ⇒ Not the best use of land area

COMMENTS

Mean: -2.6
s.dev.: 2.6
n: 14
COMMENTS

POSITIVE:
- Landscaping
  ⇒ Well-maintained area
  ⇒ Street trees & shrubbery look nice
  ⇒ Planters at parking lane are very attractive
- Architecture
  ⇒ Appropriate scale
  ⇒ Good character
- Auto Traffic/ parking
  ⇒ Good narrow street; keeps traffic slow
  ⇒ Good parking layout
  ⇒ Nice aesthetics “pinch” traffic flow
- Site layout
  ⇒ Good separation between street and sidewalk
- Bike/Ped
  ⇒ Clear crosswalk
  ⇒ Pedestrian friendly
  ⇒ Plenty of interest for pedestrians
- Street vitality
  ⇒ Nice shops on right side
  ⇒ Pedestrian orientation provides good business atmosphere

NEGATIVE:
- Landscaping
  ⇒ Signs must be more visible
  ⇒ Trees need to be trimmed
- Architecture
  ⇒ Buildings too close to sidewalk
- Auto Traffic/ parking
  ⇒ Parking probably a hassle for big building (at left)
- Site layout
  ⇒
- Bike/Ped
  ⇒ Could use wider sidewalks
  ⇒ No bike facilities
- Street vitality
  ⇒ Not suitable for University
  ⇒ Seems too crowded

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Mean: 2.6
s.dev.: 1.4
n: 14
COMMENTS

**POSITIVE:**
- Landscaping
  ⇒ Plants outside store are good
- Architecture
  ⇒ Anti-“big box”
  ⇒ Nice windows
  ⇒ Nice architecture for a box store; provides some character
  ⇒ Signage is integrated and attractive
  ⇒ Nice use of awnings and banners
  ⇒ Good pedestrian entrance
  ⇒ Nice contrast to design elements
- Bike/Ped
  ⇒ Good open sidewalks
  ⇒ Places to sit outdoors
  ⇒ Bike racks
  ⇒ Good walkability
- Street vitality
  ⇒ Welcoming
  ⇒ Good neighborhood store

**NEGATIVE:**
- Landscaping
  ⇒ No green space
  ⇒ No trees
  ⇒ Lots of concrete; should be colored, brick
- Architecture
  ⇒ Poor architectural character
- Bike/Ped
  ⇒ Single table with no shade

Mean: 1.6  
s.dev.: 1.4  
n: 13
### COMMENTS

**POSITIVE:**
- Landscaping
  ⇒ Greenery looks good
- Architecture
  ⇒ Addresses tall buildings well
- Auto Traffic/ parking
  ⇒ One-way traffic flow is good
- Site layout
  ⇒ Green boulevard look is nice
- Bike/Ped
  ⇒ Great for pedestrians and cyclists
  ⇒ Wide crosswalk area
  ⇒ Separate bike lane is good
  ⇒ Foot bridge suggests safety

**NEGATIVE:**
- Landscaping
  ⇒ Island seems contrived
  ⇒ Differing lamp post designs add to visual clutter
- Architecture
  ⇒ Do not prefer high-rise apartments
  ⇒ Design of foot bridge is undesirable
- Site layout
  ⇒ Utilities should be underground
- Bike/Ped
  ⇒ Good crosswalk only partially provided
  ⇒ Foot bridge is unnecessary if traffic is well-controlled
- Street Vitality
  ⇒ Cluttered appearance
  ⇒ Looks like a “no-man’s land”
  ⇒ Nothing too special here; nothing for pedestrians
  ⇒ Doesn’t look “street friendly”

---

**Mean:** 0.9  
**s.dev.:** 2.5  
**n:** 13
A.4 | Visual Preference Survey

www.mrsadman.com

POSITIVE:
- Landscaping
  ⇒ Trees in parking lot
- Architecture
  ⇒ Small shops
  ⇒ Design is okay
  ⇒ Awning is okay
  ⇒ Attractive building
- Street vitality
  ⇒ Evidence of good employment

NEGATIVE:
- Landscaping
  ⇒ No green space
- Architecture
  ⇒ Uniform strip mall appearance
  ⇒ Flat and boring building; no character or uniqueness
  ⇒ Too much concrete
  ⇒ Awnings are too uniform
  ⇒ Cornices here give warehouse appearance
  ⇒ Strip mall look overdone in America
- Site layout
  ⇒ Parking lot too close to the stores
  ⇒ Building too far removed from street
  ⇒ Doesn’t seem connected to anything
- Bike/Ped
  ⇒ Does not encourage pedestrian traffic
- Street vitality
  ⇒ Needs outdoor eating area
  ⇒ All commercial with no “relief”

COMMENTS

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Mean: -1.8  
s.dev.: 2.6  
n: 12
#10

POSITIVE:
- Landscaping
  ⇒ Well-maintained
  ⇒ Nice, mature street trees
  ⇒ Lots of green space
  ⇒ Nice island/ sign
  ⇒ Beautiful vegetation
- Architecture
  ⇒ Human-friendly scale
  ⇒ Strong architecture
  ⇒ Concise, thematic development
- Auto Traffic/ parking
  ⇒ Ample space for traffic
  ⇒ Entrance island/sign may calm traffic
- Site layout
  ⇒ Good setback
- Bike/Ped
  ⇒ Nice sidewalk
- Street Vitality
  ⇒ Historic area; clear sense of identity
  ⇒ Good sense of community
  ⇒ Looks like a nice family neighborhood
  ⇒ Quiet; welcoming
  ⇒ Looks like a place you would “like to love”

NEGATIVE:
- Bike/Ped
  ⇒ Narrow sidewalks
  ⇒ No bike lane
  ⇒ Sidewalks too close to street
- Street Vitality
  ⇒ Too quiet

Mean: 3.5
s.dev.: 0.8
n: 13
COMMENTS

POSITIVE:
- Landscaping
  ⇒ Nice tree and island
  ⇒ Landscaping softens the scene
- Architecture
  ⇒ Interesting mix
- Auto Traffic/ parking
  ⇒ Traffic flow looks good
- Bike/Ped
  ⇒ Large crosswalk; has “continental” look
  ⇒ Pedestrian crossing is well marked

NEGATIVE:
- Architecture
  ⇒ Looks like a strange use of buildings/ zoning
  ⇒ Tall/ short building combination undesirable
  ⇒ High rise housing is bad
  ⇒ Doesn’t seem cohesive
  ⇒ Buildings are older & unattractive
  ⇒ Housing looks like trashy college housing
- Auto Traffic/ parking
  ⇒ Ugly street marker
  ⇒ Not sure what traffic pattern needs to be controlled
- Site layout
  ⇒ Too many wires
  ⇒ Obtrusive utilities
  ⇒ Confusing layout of roads/ pedestrian path
- Bike/Ped
  ⇒ No bike lane
- Street Vitality
  ⇒ Looks chaotic; lots of visual clutter

Mean: -1.6
s.dev.: 2.2
n: 12
POSITIVE:

- Landscaping
  ⇒ Setting feels urban, yet still natural
  ⇒ Brick and railings look nice, as do trees
- Architecture
  ⇒ Architecture has character
  ⇒ Amenities incorporated into design
- Auto Traffic/parking
  ⇒ Space for cars without focus on parking
- Site layout
  ⇒ Lack of utility poles/wires is a positive
  ⇒ Green space separates cars from pedestrians
  ⇒ Nice meandering walkway through green space
- Bike/Ped
  ⇒ Large pedestrian area; very ped & bike friendly
- Street Vitality
  ⇒ Love the outside eating place
  ⇒ Interesting environment for small stores
  ⇒ Looks like a good place to meet friends and shop

NEGATIVE:

- Landscaping
  ⇒ Not practical for shoveling; too cluttered
  ⇒ Trees block retail; bad for sales
- Architecture
  ⇒ Identity does not change between buildings
  ⇒ Poor design of entire frontage
  ⇒ Surprisingly unattractive for so much effort
- Site layout
  ⇒ Storefronts too far from street
- Street Vitality
  ⇒ Too much going on

Mean: 2.6
s.dev.: 2.1
n: 12
A.4 | Visual Preference Survey

www.yourcanadianconnection.ca

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Mean: 0.0  
s.dev.: 2.1  
n: 11

COMMENTS

**POSITIVE:**
- Landscaping
  ⇒ “Artsy” street light design
  ⇒ Mature trees
  ⇒ Nice green space, landscaping in urban setting
  ⇒ Fire hydrant is good for dogs
- Architecture
  ⇒ Buildings are appropriate scale for area
  ⇒ Interesting structure
- Site layout
  ⇒ Allows for crowds to move easily enough before and after events at the coliseum
- Bike/Ped
  ⇒ Wide sidewalks
  ⇒ “Coves” are open for pedestrian traffic
- Street Vitality
  ⇒ Scene looks clean

**NEGATIVE:**
- Landscaping
  ⇒ Could use more trees and foliage
- Architecture
  ⇒ Looks regular, ugly, modern, unattractive
  ⇒ Terrible, dominating, inhumane architecture
  ⇒ Lacks character
  ⇒ Looks impersonal and boring
  ⇒ Bad signage
- Bike/Ped
  ⇒ Pedestrian unfriendly
  ⇒ No bike facilities
- Street Vitality
  ⇒ Too cluttered
  ⇒ Area looks “dead”
POSITIVE:
- Auto Traffic/ parking  
  ⇒ Middle turn lane is good

NEGATIVE:
- Landscaping  
  ⇒ Needs more greenery between street & businesses
- Architecture  
  ⇒ Run-down buildings  
  ⇒ Poor signage  
  ⇒ Need more signs for wayfinding & building uses  
  ⇒ Buildings turn their ugliest side to road  
  ⇒ Needs major redevelopment  
  ⇒ Lacks beauty & imagination
- Auto Traffic/ parking  
  ⇒ Suicide (middle) lane; awkward for turning  
  ⇒ Built for auto traffic only  
  ⇒ Poorly marked roadway
- Site layout  
  ⇒ Too many wires; obtrusive utilities  
  ⇒ Unsightly street design
- Bike/Ped  
  ⇒ Wouldn’t want to walk or bike here  
  ⇒ Pedestrian unfriendly
- Street Vitality  
  ⇒ Wouldn’t want to live here  
  ⇒ No sense of community  
  ⇒ No areas for people  
  ⇒ Appearance of barren, strip development  
  ⇒ Cluttered and ugly  
  ⇒ Very little on either side of street

COMMENTS

Mean: -4.6  
s.dev.: 3.8  
n: 11
**POSITIVE:**
- Landscaping
  ⇒ Would be worse without green space
- Street Vitality
  ⇒ Lots of activity/ community areas
  ⇒ Would come here for fast food

**NEGATIVE:**
- Landscaping
  ⇒ Unusable grassed areas
  ⇒ Scale of street lights is for highway
- Architecture
  ⇒ Bad, internally lit signage
  ⇒ Ugly buildings
  ⇒ Do not prefer all the individual buildings
- Auto Traffic/ parking
  ⇒ Too many drive-thru restaurants
  ⇒ Auto-oriented
- Site layout
  ⇒ Utility poles, wires are everywhere; too cluttered
  ⇒ Power lines and light fixtures are visual nightmare
  ⇒ Power lines should be buried
  ⇒ Area was not well planned
  ⇒ Strip/ sprawling development pattern
  ⇒ Separate driveways for each building
  ⇒ Hard to make out boundaries; entire scene looks like driveways
- Bike/Ped
  ⇒ No sidewalk
  ⇒ Not intended for pedestrians
  ⇒ Pedestrians would have to walk on driveways
- Street Vitality
  ⇒ Only fast food/ chain restaurants
  ⇒ Smell of grease
  ⇒ “Ugh”; awful
  ⇒ Wouldn’t want to live here
  ⇒ Very unpleasant, unappealing
  ⇒ Looks like any city in the U.S.
  ⇒ Too much of everything that is bad in America

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**Mean:** -4.5  
**s.dev.:** 0.9  
**n:** 13
POSITIVE:
- Landscaping
  ⇒ Planters make for good sitting area
  ⇒ Nice shade
  ⇒ Trees and green space are positive; will give the building more life in the spring
- Architecture
  ⇒ Design is broken up, reduces bulk
  ⇒ Good architecture for the corner
  ⇒ Building is reasonably attractive
  ⇒ Building does not squeeze the sidewalk
- Auto Traffic/ parking
  ⇒ Narrow street is good
  ⇒ Nice street signs
- Bike/Ped
  ⇒ Walls are set back for pedestrian traffic
- Street Vitality
  ⇒ Suitable for downtown
  ⇒ Business is good

NEGATIVE:
- Landscaping
  ⇒ No places to sit
  ⇒ Could use planters with flowers
  ⇒ Needs public art
- Architecture
  ⇒ Building looks brutal; fortress-like; institutional
  ⇒ Cantilevered upper level induces “cave” feeling
  ⇒ Inaccessible appearance; pedestrian unfriendly
  ⇒ Only single use
  ⇒ Architecture is dated
  ⇒ Poor response to street corner
  ⇒ Too many rooms without windows
  ⇒ Do not like large, concrete, massive structure
  ⇒ Nice building wasted on poor street appeal
- Auto Traffic/ parking
  ⇒ Parking not apparent

COMMENTS

Mean: -1.2
s.dev.: 2.4
n: 13
A.4 | Visual Preference Survey

www.wikipedia.org / creative commons

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Mean: -0.3  
s.dev.: 1.3  
n: 13

COMMENTS

POSITIVE:
- Landscaping  
  ⇒ Green spaces along edges of building is good  
  ⇒ Multiple plantings; well placed
- Architecture  
  ⇒ Interesting building  
  ⇒ Building has character, personality; nice use of style  
  ⇒ Nice scale; three different levels are good  
  ⇒ Reasonably attractive; big windows are good
- Site layout  
  ⇒ Utilities are underground
- Street vitality  
  ⇒ Building looks vacant

NEGATIVE:
- Landscaping  
  ⇒ Needs trees for this environment  
  ⇒ No shelter from the elements  
  ⇒ Needs green space, benches to soften front of building
- Architecture  
  ⇒ Doesn’t look appealing  
  ⇒ Architecture is trite and forced  
  ⇒ Entrance not obvious
- Auto Traffic/ parking  
  ⇒ Car-oriented; parking lot dominates and detracts from front entrance  
  ⇒ Needs signs at the handicapped parking spots
- Site layout  
  ⇒ Parking in front makes the building function as a strip mall  
  ⇒ Building doesn’t connect with anything  
  ⇒ No relationship to the street because of parking
- Street vitality  
  ⇒ No place to sit and rest
POSITIVE:
• Architecture
  ⇒ Building looks new, but tries to respect interesting period style and match other buildings
  ⇒ Nice design for such a massive building
  ⇒ Fits in well
  ⇒ Shows an effort to break up mass of façade
  ⇒ Multiple levels help
  ⇒ Well-designed; good use of materials
  ⇒ Maximizes land use
  ⇒ Nice transition from street to entry
  ⇒ Architectural character is okay
  ⇒ Nice structure for a corner lot
• Site layout
  ⇒ Nice urban design

NEGATIVE:
• Landscaping
  ⇒ Needs some plants, trees
  ⇒ Bad street lights
• Architecture
  ⇒ Building looks like a fortress
  ⇒ Looks out of place for neighborhood; doesn’t look like a part of anything
  ⇒ Looks impossibly monolithic and off-putting
  ⇒ Side of building is uninviting, uninteresting for pedestrians
  ⇒ Architecture dominates the space
• Site layout
  ⇒ Too much sun on front of building
  ⇒ Side of building appears to have poor evening lighting
  ⇒ Building is right on top of sidewalk
• Street Vitality
  ⇒ No place to sit and rest

COMMENTS

Mean: 0.5  s.dev.: 2.4  n: 13
POSITIVE:
• Landscaping
  ⇒ Good street lamps
• Architecture
  ⇒ Small shops are good
  ⇒ Varying architecture
  ⇒ Buildings have been kept up
  ⇒ Good mix of facades, adds visual interest
• Site layout
  ⇒ Good mix of building mass, adds visual interest
  ⇒ Visual contrast good for people with poor vision
• Bike/Ped
  ⇒ Narrow street is pedestrian-scaled
• Street Vitality
  ⇒ Old/new mix works well
  ⇒ Mix of businesses looks appealing
  ⇒ Busy scene, so people want to be there
  ⇒ Has variety, vitality
  ⇒ Appropriate for big city; interesting urban feel
  ⇒ Outdoor café is good

NEGATIVE:
• Landscaping
  ⇒ Poor street lights
• Architecture
  ⇒ Large building in background is out of place
• Auto Traffic/ parking
  ⇒ Too many cars; too congested
  ⇒ No place to park
• Bike/Ped
  ⇒ No bike lane; seems dangerous for cyclists
  ⇒ Doesn’t look desirable for pedestrians
  ⇒ Sidewalks may not fit wheelchairs
• Street Vitality
  ⇒ Very crowded
  ⇒ Inappropriate for Madison

COMMENTS

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**Mean:** 0.2
**S.dev.:** 2.1
**n:** 13
COMMENTS

POSITIVE:
- Architecture
  ⇒ Like the façades of buildings
  ⇒ Great architecture; historic character
  ⇒ Good range of façade types
  ⇒ Street lights relieve the verticality
- Auto Traffic/ parking
  ⇒ Dedicated (and enforced) bus lane
  ⇒ Traffic light design is good
- Site layout
  ⇒ High density
- Bike/Ped
  ⇒ People will walk around here
  ⇒ Equal pedestrian/ auto use
  ⇒ Big crosswalks; pedestrian friendly
- Street Vitality
  ⇒ Looks like a regular, interesting city
  ⇒ Connotes urban variety & spice
  ⇒ Vibrant, active street life
  ⇒ Big city, but looks safe

NEGATIVE:
- Landscaping
  ⇒ Street lamp design is boring
  ⇒ Not enough trees
- Architecture
  ⇒ “Canyon effect”
- Auto Traffic/ parking
  ⇒ Tough to drive; too much traffic
  ⇒ Signs here are difficult for people with poor vision
- Site layout
  ⇒ No natural light reaching the ground
- Bike/Ped
  ⇒ Not pedestrian friendly
- Street Vitality
  ⇒ “Ugh”
  ⇒ Too crowded